

MILLENNIALS AND LIVE MUSIC CULTURE

An Undergraduate Research Scholars Thesis

by

CAITLIN ALEXANDRIA CURBELLO

Submitted to Honors and Undergraduate Research
Texas A&M University
in partial fulfillment of the requirements for the designation as an

UNDERGRADUATE RESEARCH SCHOLAR

Approved by
Research Advisor:

Dr. Billy R. McKim

May 2015

Major: Agricultural Communications and Journalism

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ABSTRACT

Millennials and Live Music Culture. (May 2015)

Caitlin Alexandria Curbello
Department of Agricultural Leadership, Education, and Communications
Texas A&M University

Research Advisor: Dr. Billy R. McKim
Department of Agricultural Leadership, Education, and Communications

The purpose of this cross-sectional, quantitative study was to describe and compare generational perspectives of live music culture. Specifically, this study aimed to describe and compare how live music environments, individuals' behavioral, and individuals' demographic and psychographic factors that influenced their engagement in live music culture. During the summer and fall of 2014, data were collected using a paper, self-completed questionnaire that was distributed to a stratified sample in seven cities in three western states. The outcome of this study yielded a deeper understanding of today's live music culture and the factors that influence individuals' participation in live music performances. Findings of this study could be used by artists and record labels to better target and engage individuals by generation, and as a general resource for more effectively guiding live music venues' promotion, atmosphere, and artist-recruitment.

ACKNOWLEDGEMENTS

This study could not have been developed, carried out and finished without the love, understanding, support, dedication and motivation of many people. I would first like to thank my research advisor and guru, Dr. Billy McKim for pushing me to break out of my comfort zone and challenge myself, greatly. This has been no easy task, and I am thankful to have had a faculty member so invested in his students' success that I was able to cross the finish line with a product I can be proud to share. Again, thank you for your time, generosity, expertise and moral support. It means the world to myself and others you have worked with over the years. I would also like to thank the many professors and peers of mine in the Agricultural Leadership, Education, and Communications Departments at Texas A&M University that kept me on track. Without all of you, I may have given up on something I was truly invested in. Your love, support, knowledge and humor all aided me in completing this study. With many of you, I built great relationships that helped me to fully experience all this project and its process had to offer. I hope to continue these friendships and am eternally grateful for you all. Also I'd like to thank the entire Texas A&M University family. Thank you for allowing me to grow and learn alongside you all at the best university there is. Last but not least, I'd like to thank my fiancé Marcus Rodriguez and my mother and father, Robin and Randy Curbello. Thank you all for bringing me back to reality when I was overwhelmed and frustrated during this process. I'm sure it was not fun nor easy to do, but you all played a crucial role in helping me achieve my goals. My sincerest thanks to you for sticking it out with me. Thank you, all!

NOMENCLATURE

SXSW	South by Southwest music festival
SPSS [®]	Statistical Package for the Social Sciences
SCT	Social Cognitive Theory
Baby Boomer	An individual born between 1945 and 1960 (Nielsen, 2014; Pew, 2010).
DOMB	Drop Off – Mail Back; a variation of the home delivery method of distributing questionnaires to individual residences. Individuals are asked to return the completed questionnaire using the pre-addressed, business reply envelope before a noted response deadline
DOPU	Drop Off – Pick Up; a variation of the home delivery method of distributing questionnaires to individual residences and returning to retrieve completed questionnaires after a specified time
Generation X	A person born between 1961 and 1979 (Nielsen, 2014)
Home Delivery Method	A method of the of distributing questionnaires to individual residences.
Millennial	An individual born between 1980 and 1995 (Nielsen, 2014; Pew, 2010; Deloitte, 2014). Generation X is an individual born between 1961 and 1979 (Nielsen, 2014).
USPS	A method of the of distributing questionnaires using the US Postal Service
Venue	A place where events of a specific type are held (Merriam-Webster Online, 2014).

CHAPTER I

INTRODUCTION

The purpose of this cross-sectional, quantitative study was to describe and compare generational perspectives of live music culture. Specifically, this study aimed to describe and compare how live music environments, individuals' behavioral, and individuals' demographic and psychographic factors that influenced their engagement in live music culture.

Referring to live music venues and events, Kronenburg (2011) said...

“Popular music is a creative art form that is experiential, and transient. Though it is marketed via the recorded medium and totally transportable in this form, it is also very definitely rooted in time and place. You can listen to a concert packaged in CD or MP3 format, even watch a DVD transferred from film of the actual event, but nothing can replace the actual experiences, the authentic experience, of having been at that event.”

The Millennial Generation

Millennials are those ranging in age from 18-34 and are projected to outnumber the Baby Boomer generation (ages 51-69) in 2015, also exceeding other generational populations (Pew Research Center, 2015). They are “digital natives,” meaning that new technologies are not something they have had to adapt to or live without (Pew Research Center, 2014). According to a report from Pew Research Center (2014), Millennials are one of the most racially diverse generations, more liberal than previous generations and also have a higher disaffiliation with religion and politics than previous generations.

Live Music Culture

In the past century, the need to attend live performances to appreciate music or pay respect to skillful musicians has declined; however, records continue to be measured by the number of seats sold for concert tours (Earl, 2001). New technologies have made it possible to effortlessly listen to high-caliber recordings of almost any artist's music; yet, the demand for live music is still prevalent. Several studies have described factors of live music performances and the audience's emotional state. There have also been studies appealing more to the performance promoter's processes of organizing and producing a live music event. However, many of these studies are centered on the use of classical music instead of contemporary artist's performances to evaluate audience members' reactions and level of engagement. Hagen (2005) states that, "At any popular music concert, there are almost invariably a number of different levels of engagement on an individual level". This study seeks to uncover which factors most often spark and sustain Millennials engagement at live music venues and events.

In classical music performances, Frith (2012) noted...

"As a social institution, then, the classical concert depended on – and made possible in the way it organised [sic] space—silent listening, listening in which the only relevant sounds came from a specific site, the platform on which the orchestra sat, but which were ideally heard within each individual's head. And to achieve this effect, concert promoters had to minimise [sic] the possibilities of distraction, distraction that came to be understood as "noise"".

There are appropriate and inappropriate listening practices with live classical music performances. This was developed as a part of the higher-society social environment associated with classical music. In classical music, an individual does not simply listen, but instead show that he or she is listening, actively identifying the music's structure and showcasing an understanding of the complexities of the pieces performed. This etiquette is much more structured and formal than a contemporary live music performance environment; thus, it may not be the most representative of today's live music culture and the factors that influence individuals' participation in live music performances.

Live music venues are settings which facilitate social interaction and also provide an experience by which all other musical experiences will be judged (Frith, 2012). "Rather than simply being in an audience, fans consider their participation in music fandoms to be a significant and lasting part of their lives," (Hagen, 2005). These live music performances must be presented in an appropriate manner, which hinges on the type of event, the genre of music and of course the type of individual whom attends these events (Frith, 2012).

Artist and venue owner's success are driven by audience's loyalty to a particular venue and also the personal interest towards a particular act (Frith, 2013). Any kind of live performance is created to fulfill the wants and anticipations of those in attendance, so designing such an experience is based on an understanding of the needs, anticipations, and individual behaviors of potential attendees (Tussyadiah, 2011). For live music, many ordinary things must be structured—including sound, lights, and seating/standing space—for audience members to value the musical performance as something exceptional and moving (Frith, 2012). The specific factors

that create a live music experience should be identified and categorized to better serve the Millennial audience.

Carter (2009) mentions that digital media have reshaped the live music business, with aggregation revolutionizing how fans find out about events. Now, the next wave of digital-driven innovation in live music is expected to be social: recommending events and sharing music-related content. Mobile capabilities are a part of this next wave of innovation, with more sophisticated location-specific and personalized information and entertainment. In this study, the method of discovery is also investigated.

Carter (2009), goes on to say...

"Historically, live music was an offline event promoted via flyers, ticketed on paper and the gig itself captured on tape. The movement to digital has happened in two distinct phases. "The first wave involved ticketing, the second has been how people find out about concerts. The next will be about sharing content," says Ian Hogarth, co-founder and CEO of social concert database Songkick. "Live music has yet to move online in an aggregated, structured way. It continues to be an industry driven by passion, providing a unique connection between a fan and an artist. The web can deepen this engagement at a time when recorded music is tending towards being free.""

Hagen (2005) says that the spectrum of fan experience and engagement invariably fluctuate over time; individuals may remain fans but are unable to participate regularly in their music scene because of increasing obligations and responsibilities, rendering them less visible to those

observing the live music venue and events. This is an indicator that age is an important factor concerning live music venues and events participant engagement, and thus why this studies respondents were sorted by generational groups.

Behr, Brennan & Cloonan (2014) investigated factors that influence engagement at live music venues and events. They found that no matter the differences that exist between audience members value on certain aspects of the event or venue, these values were not based on how much it actually cost. Cost is a consideration, but the price of the ticket alongside other crucial factors (travel and accommodation) only affected the initial decision whether to attend or not. Kronenburg (2011) found that when an audience grows to more than a few dozen people, more sophisticated amenities are required to facilitate the event, including a control desk area, dressing rooms, toilets, box office and bar and catering.

Example of the Live Music Industry in Texas

In Texas alone, there are more than 2,000 nightclubs, dancehalls, and venues where live music takes place, and attendance to these events exceeds 9 million persons per year, according to the Texas Office of Music (2014). South by Southwest (SXSW) is a well-known music festival held annually in Austin, Texas. In 2013, SXSW drew 2,372 showcasing acts, including 553 international acts from 57 foreign countries—out of the 7,960 festival acts that applied (SXSW, 2014). The festival includes performances at more than 100 venues with 28,000 music industry professionals and artists in attendance, making a total of more than 72,000 participants registered for attendance. The attendance for the main stage, Butler Park stage, during 3 days was 55,000.

CHAPTER II

QUANTITATIVE DATA COLLECTION METHODS

In this chapter, the quantitative data collection methods, population, sample, and specific distribution methods were presented. Social cognitive theory and social exchange theory provided theoretical guidance for this study; therefore, the purpose of this cross-sectional, quantitative study was to describe and compare generational perspectives of live music culture. Specifically, this study aimed to describe and compare how live music environments, individuals' behavioral, and individuals' demographic and psychographic factors that influenced their engagement in live music culture.

To pursue this purpose and aim, the following research questions and objectives guided this study:

Research Question 1: What are the personal determinants that influence Millennials engagement with contemporary live music venues and events?

RO1.0.0: Describe and compare the cognitive and affective aspects of personal determinants

RO1.1.1: Describe the cognitive aspects of personal determinants, based on past experiences by generation

RO1.1.2: Compare the cognitive aspects of personal determinants, based on past experiences by generation.

RO1.2.1: Describe the cognitive aspects of personal determinants based on amount willing to pay for admission by generation.

RO1.2.2: Compare the cognitive aspects of personal determinants based on amount willing to pay for admission by generation.

RO1.3.1: Describe the cognitive aspects of personal determinants, based on motivations of attendance by generation.

RO1.3.2: Compare the cognitive aspects of personal determinants, based on motivations of attendance by generation.

RO1.4.1: Describe the cognitive aspects of personal determinants, based on method of discovery by generation.

RO1.4.2: Compare the cognitive aspects of personal determinants, based on method of discovery by generation.

RO1.5.1: Describe the affective aspects of personal determinants, based on venue features by generation.

RO1.5.2: Compare the affective aspects of personal determinants, based on venue features by generation.

RO1.6.1: Describe the affective aspects of personal determinants, based on music genre by generation.

RO1.6.2: Compare the affective aspects of personal determinants, based on music genre by generation.

RO1.7.1: Describe the affective aspects of personal determinants, based on preference of attendance by generation.

RO1.7.2: Compare the affective aspects of personal determinants, based on preference of attendance by generation.

Research Question 2: What are the behavioral determinants that influence Millennials

engagement with contemporary live music venues and events?

RO2.1.0: Describe and compare aspects of behavioral determinants

RO2.1.1: Describe the behavioral aspects associated with live music venues and events, based on alcohol consumption by generation

RO2.1.2: Compare the behavioral aspects associated with live music venues and events, based on alcohol consumption by generation

RO2.2.1: Describe the behavioral aspects associated with live music venues and events, based on music genre by generation

RO2.2.2: Compare the behavioral aspects associated with live music venues and events, based on music genre by generation

RO2.3.1: Describe the behavioral aspects associated with live music venues and events, based on household income by generation

RO2.3.2: Compare the behavioral aspects associated with live music venues and events, based on household income by generation

RO2.4.1: Describe the behavioral aspects associated with live music venues and events, based on venue features by generation

RO2.4.2: Compare the behavioral aspects associated with live music venues and events, based on venue features by generation

RO2.5.1: Describe the behavioral aspects associated with live music venues and events, based on amount willing to pay for admission by generation

Research Question 3: What are the environmental determinants that influence Millennials'

engagement with contemporary live music venues and events?

RO 3.1.0: Describe and compare aspects of environmental determinants

RO3.1.1: Describe the environmental aspects of live music venues and events, based on distance willing to travel by generation

RO3.1.2: Compare the environmental aspects of live music venues and events, based on distance willing to travel by generation

RO3.2.1: Describe the environmental aspects of live music venues and events, based on alcohol consumption by generation

RO3.2.2: Compare the environmental aspects of live music venues and events, based on alcohol consumption by generation

RO3.3.1: Describe the environmental aspects of live music venues and events, based on music genre by generation

RO3.3.2: Compare the environmental aspects of live music venues and events, based on music genre by generation

RO3.4.1: Describe the environmental aspects of live music venues and events, based on venue features by generation

The quantitative data and data collection methods noted in this study, were derived from a larger study developed to test survey methods. Within this larger study, the method of sampling used was stratified random sampling which is “a sample in which units are randomly sampled from a population that has been divided into categories (strata)” (Bryman, 2012). In this larger study, six different versions of a self-completion questionnaire were distributed to homes in randomly selected zip codes of each geographical area including Houston, TX; College Station, TX; San

Diego, CA; San Francisco, CA; Fresno, CA; and Denver, CO. These cities are considered the strata of the sample.

Because the live music study was a smaller component of a larger study, two different perspectives of sampling could be identified. The first, a stratified sample similar to the larger study because the procedures used to collect data were the same. The second, a convenience sample because these data for the live music study were available based on the larger study. This makes it difficult to say one contributed to the other because the live music study was a basis for the larger study, but the larger study provided the data for the live music study. So, the larger study did contribute the data for the live music study, however, this particular component (live music study) contributed to the content for the larger study. The two study's methods are interconnected in a way that is difficult to disaggregate. So again, this study's sample could be described as similar to the larger study's stratified sample (cities = strata), or more conservatively as a convenience sample because only 1/6 of the data were drawn from the larger study.

Context and Description of Larger Study

Through the Department of Agricultural Leadership, Education and Communications (ALEC) at Texas A&M University, assistance from student researches enrolled in field research courses facilitated the quantitative data collection for this larger study. These courses were a part of a domestic study away program and participants included graduate and undergraduate research students, as well as one university faculty member, totaling 18 people. The duration of the domestic study away program was 37 days (June 2014 – July 2014) and field research/data

collection spanned the Southwest United States. Another phase of quantitative data collection occurred during the fall academic semester (August to November 2014) within Texas only. Students newly enrolled in ALEC research courses during the fall semester joined the already established study away students in collecting data as a part of course requirements in Houston, TX; College Station, TX; and Dallas, TX. Students with their own research projects (lead researchers) and supervising faculty member remained the same throughout both sets of data collection.

During preliminary stages of development in the spring semester of 2014, lead researchers discussed and refined their projects and the few joint components of each (i.e., data collection methods, theoretical guidance, data needed to address each individual project's aims and so on). Then, each individual project leader developed a self-completion questionnaire with questions and responses unique to their project aims and theoretical guidance. This resulted in the development of six versions of questionnaires, each version representing a different project. The similarities of data needed for several of the projects led to the creation of six versions of a two-section questionnaire. The first section was identical and included demographic questions and media consumption questions. The second section contained questions solely pertaining to the individual lead researcher's project.

The first section's demographic and media consumption questions were drawn from Nielsen's *U.S. Digital Consumer Report* and Pew Research. This allowed for comparison between a lead researcher's data and data collected by Nielsen and Pew Research. [DIAGRAM/figure reference]

Version one of the questionnaire (Millennial perceptions of live music events) was unique to this study's questions and aims.

The visual design of web or paper questionnaires are key for best understandability and response rate. One of the primary functions of visual design is to help the respondent process the questionnaire and its components, but it can also make the questionnaire appear more appealing (Dilman et al., 2009). Thus, visual design increases the likelihood of a respondent comprehending and completing the questionnaire. The questionnaires were made into 8.5" x 7" booklets with a consistent design throughout, including the front cover.

Validity

For this study, data collection instruments (questionnaires) were designed to include face and content validity. Validity is "whether an indicator (or set of indicators) that is devised to gauge a concept really measures that concept" (Bryman, 2012). Face validity was accounted for through public review of the questionnaire with more than 55 people examining the questionnaire. Each person made note of any grammatical or punctuation errors, confusing instructions, questions, responses and also unclear design choices. Content validity was accounted for by constructing survey questions from literature and widely-accepted industry questions such as Nielsen's household media survey. These were the foundation for the demographic portion of the questionnaire. For this specific version of the questionnaire, questions were formed through in-depth literature review. This included identifying topics that were not at all addressed in previous studies, or topics that had not yielded an adequate amount of in-depth information.

Reliability

Reliability is “the extent to which measurements are repeatable – when different persons perform the measurements, on different occasions, with supposedly alternative instruments which measure the same thing” (Drost, 2011, p. 106). There three key concerns with reliability which need to be addressed. These are equivalence, internal consistency and stability over time. A pilot test was conducted in College Station, TX to address reliability before questionnaires were used for data collection. A test-retest was conducted three weeks before distribution to calculate the coefficient of stability. Cohen’s Kappa (κ) coefficient was then determined for each item.

Summary

Student researchers then consolidated and entered data from each of the six versions of questionnaires. Data from version one of the questionnaires pertain to this study. Respondent data from questionnaires were entered into a Microsoft® Excel® document.

Data analysis and interpretation

After all completed surveys had been collected, organized and the responses recorded into a master Microsoft® Excel® sheet (shared by all individual project leaders), the data were imported into the Statistical Package for the Social Sciences (SPSS®) version 22 for Windows® for further analysis. Data types included in this study are nominal, ordinal, interval and ratio. Data from individual variables were categorized based on determinants derived from the social cognitive theory; personal, behavioral and environmental. The relationship between each research question and each corresponding variable from the survey will be explained and categorized, along with

their respective determinant categorization. Descriptive statistics, such as frequency and percent and also cross-tabs, were ran for specific variables to better visualize comparisons and concepts.

Framework

Social Cognitive Theory

To yield a more thorough understanding of the factors which engage Millennials at live music venues and events, Bandura's Social Cognitive Theory (SCT) was used to guide my research questions and objectives. SCT describes psychosocial functioning as a model of triadic reciprocal causation (Bandura, 1986).

“In this transactional view of self and society, personal factors in the form of cognitive, affective, and biological events, behavioral patterns, and environmental events all operate as interacting determinants that influence each other bidirectionally.” (Bryman, 2001b, p. 266).

Live music venues and events encompass personal, behavioral and environmental determinants and their influences all at once. Each person's experiences are unique to them, however, their thoughts, actions and reactions are all formed through similar cognitive processes.

Understanding these processes and their end result will lead to a better comprehension of what influences Millennials engagement with live music venues and events. SCT provides guidance on interpreting how people are affected by stimuli such as media, social, environmental, and behavioral influences. Figure X below represents a simple model of SCT.

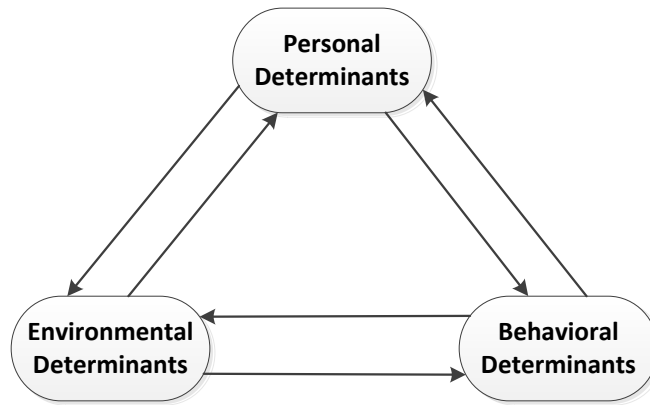


Figure 1. Bandura's Social Cognitive (SCT) Theory triadic reciprocal model of determinants

Social Exchange Theory

The social exchange theory introduces an affective aspect to interactions between persons, thereby giving someone an opportunity to better understand the other's feelings or intent (Lawler, 2001). Lawler (2001) says that if the interaction generates a positive result successfully, then the participants interacting may both feel good about the interaction. "This will motivate each to interact with the same others in the future, expecting another enjoyable result" (Lawler 2001, p. 348). Because people seek and form exchanges to receive benefits, the emotional process affects the outcome of the exchange (Lawler, 2001).

This type of positive interaction would be applied when distributing surveys. Dillman, Smyth, and Christian (2009) stated that if the researcher has a positive attitude then it could encourage participation (p. 23). Historically, Homans (1958) noted that exchanges are directly affected by a person's behavior. "Social behavior is an exchange of goods, material goods but also non-material ones, such as the symbols of approval or prestige" (Homans, 1958, p. 606).

Variables Specific to this Study

Through Bandura’s SCT, survey questions were developed to establish the personal, behavioral and environmental determinants necessary to address my research questions and objectives.

Through these questions, a person’s perceptions concerning live music venues and events are categorized as one of the three determinants. For example, several environmental amenities are listed in the survey and the respondent rates each item on a 1-5 Likert scale, 1 being “not at all important” and 5 being “very important”. This information allows for a better view of some of the environmental determinants which influence Millennials engagement with live music venues and events. It is possible these questions will give rise to topics for further research.

Subject Characteristics

To create a better view of participating respondents across all generational groups, Table X was created to report the count, study total (column total percent), mean, standard deviation, and minimum and maximum values for respondent age (D001_RC_E) by generational group (D001_RC_D).

Table 1

Respondent Age by Generational Group

Scale	<i>Respondent Age^b</i>					
	<i>Count</i>	<i>Column Total %</i>	<i>Mean</i>	<i>SD</i>	<i>Min.</i>	<i>Max.</i>
<i>Generation^a</i>						
Baby Boomers	56	31.6	61	5	54	69
Generation X	67	37.9	44	5	35	53
Millennials	54	30.5	27	4	19	34
Total	177	100.0	44	14	19	69

Note. Generation^a (D001_RC_D); Respondent Age^b (D001_RC_E)

To better describe the participants in this study, respondents were then described using respondent gender (VA_D002) by generational group (D001_RC_D).

Table 2

Generational Groups by Gender^e

Generational Group	Male		Female		Total ^d	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Baby Boomers ^a	27	0.49	28	0.51	55	31.8
Generation X ^b	22	0.34	43	0.66	65	37.6
Millennials ^c	20	0.38	33	0.62	53	30.6

Note. ^a Baby Boomers = born between 1945-1960; ^b Generation X = born between 1961-1979; ^c Millennials = born between 1980-1995; ^d Column total, indicating percent of sample; ^e Traditionalists and Generation Z were excluded for this study.

To break the respondents demographics down further, Table 3 describes respondent sex (VA_D002) by generation (D001_RC_D) by household income (VA_D008).

Table 3

Generational Groups by Sex and Household Income

Characteristic	Baby Boomers		Generation X		Millennials		Total	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Sex								
Male	27	39.1	22	31.9	20	29.0	69	39.9
Female	28	26.9	43	41.3	33	31.7	104	60.1
Income								
<\$30,000	6	31.6	3	15.8	10	52.6	19	11.6
\$30,000-\$49,000	5	33.3	1	6.7	9	60.0	15	9.1
\$50,000-\$99,999	16	28.1	21	36.8	20	35.1	57	34.8
\$100,000-\$249,999	19	30.2	35	55.6	9	14.3	63	38.4
>\$250,000	4	40.0	4	40.0	2	20.0	10	6.1

Research Question 1

Research question 1: What are the personal determinants that influence Millennials engagement with contemporary live music venues and events? The objectives for this question were to describe and compare personal (affective and cognitive) factors that engage Millennials at contemporary live music venues and events. Each participant was asked several questions relating to their personal preferences connected to live music venues and events, if any: preference on attendance (V1_Q003), past experience satisfaction level (V1_Q005), agreement/disagreement with hypothetical statements pertaining to attendance motivation (V1_Q006), distance willing to travel (V1_Q007), whether alcohol has been or may be consumed at an event (V1_Q008), what genre of music would most likely draw them to an event (V1_Q009), the importance of safety (V1_Q010_R), the importance of merchandise (V1_Q010_S), the importance of comfort (V1_Q010_T), likeliness to attend future live music venue or event (V1_Q013), and at what age they first attended a live music venue or event (V1_Q014).

Research Question 2

The purpose of research question three was to discover and explore the behavioral determinants that influence Millennials engagement with contemporary live music venues and events. Participants were asked questions such as if they have ever attended a live music venue or event and if so, how many times. Frequencies and percentages were reported to visualize behavioral determinants influencing Millennial engagement with live music venues and events: Have they attended (V1_Q001), how many times (V1_Q002), and the importance of the crowd (V1_Q010_L).

Research Question 3

The purpose of research question four was to describe the environmental determinants that influence Millennials engagement with contemporary live music venues and events. Respondents were asked questions relating to environmental amenities available, and perhaps not available, that influence their engagement with live music venues and events. Behr, Brennan, & Cloonan (2014) investigated some of the same factors considered in this study. In their study, the intimacy or spectacle of the event was investigated, as well as performance equipment, unique atmosphere, character of the venue and expectations of how the event would operate. They found that audience members often valued these aspects to some degree, meaning the environmental setup is in fact important in creating engagement at a live music venue or event. Frequencies and percentages of variables were reported to help visualize the environmental determinants influencing Millennials at live music events and venues: Method Millennial heard about live music venue or event (V1_Q004), distance willing to travel (V1_Q007), whether alcohol has been or may be consumed at an event (V1_Q008), what genre of music would most likely draw them to an event (V1_Q009), environmental amenities rated by importance (atmosphere, energy, food specials, sound quality, volume, seating, lighting, décor, drink quality, smoking area, non-smoking area, crowd, drink specials, spaciousness, cleanliness, uniqueness, safety, merchandise, comfort and food quality) (V1_Q010_A-U), and amount willing to pay for admission/ticket (V1_Q015).

CHAPTER III

RESULTS

The purpose of this study was to better understand what perceptions Millennials have of live music culture and what specific factors engage them. Millennials are the focus of this study, but other generations (Baby Boomers and Generation X) were also included for comparison versus the Millennial generation. This study was a part of a larger study conducted with the Texas A&M ALEC summer research trip and fall research courses. Thus, subject selection and samples were selected purposively by the lead faculty member on the project. Data were analyzed using IBM® SPSS® Statistics version 22.0.

There was an overall total of 214 responses for version one of the survey, before generational filters were used to exclude Traditionalists (born 1901-1944) and Generation Z (born after 1995) respondents. Four Generation Z and 21 Traditionalist respondents were excluded from this study. There were also 12 cases of missing data in the sample of this study that were excluded. This brought the new total of respondents to 177 for version one of the questionnaire.

The larger study total response and cooperation rates are outlined in Table 4. The response rate for this version of the survey was calculated by dividing the number of version one surveys distributed, by the number of version one surveys completed and retrieved. Because this study was a part of the larger study on data collection methods, it could be assumed that one-sixth of the questionnaires distributed were version one, totaling approximately 1,290. Using the previous assumption, this study yielded an overall response rate of 14.58%. Quantitative coding recodes

and analyses results specific to this study will be visually presented by each research question and its corresponding research objectives.

Table 4

Response and Cooperation Rates of the larger study

<i>Method</i>	<i>Location</i>	<i>Response Rate^a (%)</i>	<i>Cooperation Rate^b (%)</i>
DOMB	Denver, CO	9.00	78.12
DOPU	Berkeley, CA	10.64	62.28
DOPU	San Francisco, CA	8.14	48.27
DOPU	Fresno, CA	8.78	70.69
VDOPU	Ramona, CA	68.16	69.65
VDOPU	San Diego, CA	57.48	60.04
VDOPU	Bryan/College Station, TX	76.43	64.52
DOMB		25.57	23.07
USPS		18.00	
VDOPU	Houston, TX	68.42	48.60
DOMB		22.49	19.20
USPS		2.67	
VDOPU	Dallas, TX	64.08	42.04
DOMB		12.61	10.00
USPS		2.33	

Note: ^a Response rate was calculated by dividing the number of questionnaires distributed by the number retrieved X 100. ^b Cooperation rate was calculated by dividing the number of face-to-face contacts made by the number of surveys retrieved X 100. USPS does not have a Cooperation Rate because no face-to-face contact was made.

Respondents were recoded into generational groups (D001_RC_B – Bosse Coding) from year of birth (V1_D001) by respondent age (D001_RC_E). These generational groups (Traditionalist, Baby Boomers, Generation X, Millennial and Generation Z) were then recoded into a truncated variable, excluding Traditionalists and Generation Z respondents (D001_RC_D – Curbello Coding). Traditionalists were excluded because they held a substantially smaller cell size than the other generational groups. Generation Z respondents were excluded because of IRB limitations for this study. Table 5 represents the cell size of generational groups, by gender, from

(D001_RC_D – Curbello Coding). Recodes and their root variable, syntax and new variable coding are shown in Appendix G.

Table 5

Generational Groups by Gender^e

Generational Group	Male		Female		Total ^d	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Baby Boomers ^a	27	0.49	28	0.51	55	31.8
Generation X ^b	22	0.34	43	0.66	65	37.6
Millennials ^c	20	0.38	33	0.62	53	30.6

Note. ^a Baby Boomers = born between 1945-1960; ^b Generation X = born between 1961-1979; ^c Millennials = born between 1980-1995; ^d Column total, indicating percent of sample; ^e Traditionalists and Generation Z were excluded for this study.

Research Question 1

The purpose of Research Question 1 was to understand the personal determinants that influence Millennials engagement with contemporary live music venues and events, which were also compared with other generational groups (Baby Boomer and Generation X). Research Question 1 was divided into several research objectives; 1.1, 1.2, 1.3, 1.4, 1.5, 1.6 and 1.7. These research objectives were then further divided into subsequent research objectives; 1.1.1, 1.1.2, etc. These sub-research questions (respectively) were designated for descriptive (mean, standard deviation and frequency, percent) and comparative analyses (ANOVA, MANOVA, Chi Square), of each research objective and its respective variables.

Research Question 1: Research Objective 1.1.1

Research Question 1: Research Objective 1.1.1 was used to describe the cognitive aspects of personal determinants, based on past experiences (V1_Q005), by generation (D001_RC_D).

Descriptive statistics (mean and standard deviation) was calculated for description of the dependent variable past experiences (V1_Q005), and (frequency and percent) for the independent variable, generational groups (D001_RC_D), shown in Table 6. Most Millennials rated their past experience as mostly satisfactory according to the descriptive mean score.

Table 6

1.1.1 Describe the Cognitive Aspects of Personal Determinants, based on past experiences by generation

Baby Boomers (n = 56)		Generation X (n = 67)		Millennials (n = 54)		Total (n = 177)	
<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>
4.0	.9	4.1	.7	4.1	.8	4.1	.8

Note. Bipolar Scale: 1 = Not at all satisfied; 5 = Very satisfied

Research Question 1: Research Objective 1.1.2

Research Question 1: Research Objective 1.1.2 was to test for the effect of generation (D001_RC_D) on respondents' past experience at live music venues (V1_Q005). A one-way analysis of variance (ANOVA) was calculated. Levene's test of homogeneity of variance was not significant ($p = .333$); therefore, the assumptions of homogeneity of variance was not violated. To protect against inflated Type I error (Field, 2009), a Bonferroni correction was calculated and resulted in an adjusted *a priori* alpha of .05. The power of analysis did not reach or exceed the minimum requirement of .80 ($1 - \beta = .092$), which was an indication that the results of the ANOVA could have been due to chance or error. Using the adjusted alpha to interpret the results of the ANOVA, we concluded that generation did not have a statistically significant effect ($p < 0.05$) on respondents' past experience at live music venues (see Table 7).

Table 7

1.1.2 Compare Cognitive Aspects of Personal Determinants, Based on Past Experience, by Generation

Scale	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>p</i>	η_p^2	1 - β
Past Experience**							
Between	2	0.384	.192	.273	.761	--	.092
Error	124	87.112	.703				
Total	127	87.496					

Note. ** Indicates significant results ($p < .05$)

Research Question 1: Research Objective 1.2.1

Research Question 1: Research Objective 1.2.1 was used for description of the cognitive aspects of personal determinants, based on amount willing to pay for admission (V1_Q015) by generation (D001_RC_D). Descriptive statistics (frequency and percent) was calculated for the description of the dependent variable amount willing to pay for admission (V1_Q015), and also for the independent variable, generational groups (D001_RC_D), shown in Table 8. Millennials most frequently chose the range \$100-\$150 for the amount willing to pay for admission to a live music venue or event. Baby Boomers more often chose the range \$1-\$49, while Generation X most often chose the range \$50-\$99 for the amount willing to pay for admission to a live music venue or event.

Table 8

1.2.1 Describe Cognitive Aspects of Personal Determinants, Based on Amount Willing to Pay for Admission by Generation

Characteristic	Baby Boomers		Generation X		Millennials		Total	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Amount Willing to Pay for Admission								
\$0	1	33.3	2	66.7	0	0.0	3	1.8
\$1 - \$49	23	53.5	10	23.3	10	23.3	43	25.6
\$50 - \$99	20	31.7	23	36.5	20	31.7	63	37.5
\$100 - \$149	6	15.4	16	41.0	17	43.6	39	23.2
\$150 - \$199	0	0.0	4	66.7	2	33.3	6	3.6
\$200 or more	4	28.6	8	57.1	2	14.3	14	8.3
Total	54	32.1	63	37.5	51	30.4	168	100.0

Research Question 1: Research Objective 1.2.2

Research Question 1: Research Objective 1.2.2 was used to compare the cognitive aspects of personal determinants, based on amount willing to pay for admission (V1_Q015), by generation (D001_RC_D). A chi-square (χ^2) test of independence was performed to examine the relation between the amount willing to pay for admission (V1_Q015) and generation (D001_RC_D). The greatest chi-square value and only significant relationship was found between the amount willing to pay \$1-\$49 (V1_Q015_B) to generation $\chi^2 (7.860, n = 43) = .020, p < .05$ and the least chi-square value was between the amount willing to pay \$50-\$99 (V1_Q015_C) to generation $\chi^2 (.286, n = 63) = .867, p > .05$. The comparative results for amount willing to pay (V1_Q015) by generation (D001_RC_D) are shown in Table 9

Table 9

1.2.2 Comparing the Cognitive Aspects of Personal Determinants, Based on Amount Willing to Pay for Admission, by Generation

	Yes		χ^2	<i>p</i>
	<i>f</i>	%		
\$0 ¹			--	--
Baby Boomers	1	33.3		
Gen X	2	66.7		
Millennials	0	0.0		
\$1 - \$49**			7.860	.020
Baby Boomers	23	53.5		
Gen X	10	23.3		
Millennials	10	23.3		
\$50 - \$99			.286	.867
Baby Boomers	20	31.7		
Gen X	23	36.5		
Millennials	20	31.7		
\$100 - \$149			5.692	.058
Baby Boomers	6	15.4		
Gen X	16	41.0		
Millennials	17	43.6		
\$150 - \$199			--	--
Baby Boomers	0	0.0		
Gen X	4	66.7		
Millennials	2	33.3		
\$200 or more			4.000	.135
Baby Boomers	4	28.6		
Gen X	8	57.1		
Millennials	2	14.3		

Research Question 1: Research Objective 1.3.1

Research Question 1: Research Objective 1.3.1 was used for the description of cognitive aspects of personal determinants, based on motivations of attendance (V1_Q006_A through V1_Q006_D), by generation (D001_RC_D). Descriptive statistics (frequency and percent) was calculated for the description of the dependent variable motivations of attendance (V1_Q006_A through V1_Q006_D), and also for the independent variable, generational groups (D001_RC_D), shown in Table 10.

Table 10

1.3.1 Describe Cognitive Aspects of Personal Determinants, Based on Motivations of Attendance, by Generation

Characteristic	Baby Boomers		Generation X		Millennials		Total	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Motivations of Attendance								
“I come to find new music”	36	31.3	41	35.7	38	33.0	115	68.5
“I come for the people and the party”	16	20.5	30	38.5	32	41.0	78	47.3
“It’s just something to do”	14	24.1	21	36.2	23	39.7	58	35.8
“I’d follow this band anywhere”	7	21.2	12	36.4	14	42.4	33	20.4

Research Question 1: Research Objective 1.3.2

Research Question 1: Research Objective 1.3.2 was used to compare the cognitive aspects of personal determinants, based on motivations of attendance (V1_Q006_A through V1_Q006_D), by generation (D001_RC_D). A chi-square (χ^2) test of independence was performed to examine the relation between motivations of attendance (V1_Q006_A through V1_Q006_D) and generation (D001_RC_D). The relationship between (V1_Q006_A, V1_Q006_C and V1_Q006_D) and generation (D001_RC_D) was not significant. However, there was a significant relationship between (V1_Q006_B) and generation (D001_RC_D). The greatest chi-square value was “I come for the people and the party” (V1_Q006_B) to generation χ^2 (11.598, $n = 165$) = .003, $p < .05$ and the least chi-square value was “I come to find new music” (V1_Q006_A) to generation χ^2 (3.110, $n = 168$) = .211, $p < .05$. The comparative analysis results for generation were presented in Table 11.

Table 11

1.3.2 Compare the Cognitive Aspects of Personal Determinants, Based on Motivations of Attendance, by Generation

Motivations of Attendance	Yes		No		χ^2	<i>p</i>
	<i>f</i>	%	<i>f</i>	%		
“I come to find new music” ^a					3.110	.211
Baby Boomers	36	31.3	17	32.1		
Gen X	41	35.7	25	47.2		
Millennials	38	33.0	11	20.8		
“I come for the people and the party” ^b					11.598	.003
Baby Boomers	16	20.5	35	40.2		
Gen X	30	38.5	35	40.2		
Millennials	32	41.0	17	19.5		
It’s just something to do” ^c					4.638	.098
Baby Boomers	14	24.1	36	34.6		
Gen X	21	36.2	43	41.3		
Millennials	23	39.7	25	24.0		
“I would follow this band anywhere” ^d					3.644	.162
Baby Boomers	7	21.2	43	33.3		
Gen X	12	36.4	52	40.3		
Millennials	14	42.4	34	26.4		

Note. ^a“I come to find new music” = (V1_Q006_A); ^b“I come for the people and the party” = (V1_Q006_B); ^c “It’s just something to do” = (V1_Q006_C); ^d“I would follow this band anywhere” = (V1_Q006_D)

Research Question 1: Research Objective 1.4.1

Research Question 1: Research Objective 1.4.1 was used for the description of cognitive aspects of personal determinants, based on method of discovery (V1_Q004_A through V1_Q004_G), by generation (D001_RC_D). Descriptive statistics (frequency and percent) was calculated for the description of the dependent variable method of discovery (V1_Q004_A through V1_Q004_G), and also for the independent variable, generational groups (D001_RC_D), shown in Table 12.

Table 12

1.4.1 Describe Cognitive Aspects of Personal Determinants, Based on Method of Discovery, by Generation

Characteristic	Baby Boomers		Generation X		Millennials		Total	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Method of Discovery								
Social Media	22	25.3	31	35.6	34	39.1	87	56.1
Website	25	23.4	42	39.3	40	37.4	107	66.9
Friend/Family	45	31.5	56	39.2	42	29.4	143	88.4
Flier/Print	29	41.4	25	35.7	16	22.9	70	47.3
Advertisement								
Radio	36	32.4	42	37.8	33	29.7	111	72.1
Television	24	34.8	26	37.7	19	27.5	69	46.6
Other	7	46.7	4	26.7	4	26.7	15	15.6

Research Question 1: Research Objective 1.4.2

Research Question 1: Research Objective 1.4.2 was used to compare the cognitive aspects of personal determinants, based on method of discovery (V1_Q004_A through V1_Q004_G), by generation (D001_RC_D). A chi-square (χ^2) test of independence was performed to examine the relation between method of discovery (V1_Q004_A through V1_Q004_G) and generation (D001_RC_D). The relationship between (V1_Q004_C through V1_Q004_G) and generation (D001_RC_D) was not significant. However, there was a significant relationship between social

media (V1_Q004_A) and website (V1_Q004_B) to generation (D001_RC_D). The greatest chi-square value was website (V1_Q004_B) to generation $\chi^2 (10.399, n = 160) = .006, p < .05$ and the least chi-square value was television (V1_Q004_E) to generation $\chi^2 (.071, n = 154) = .965, p < .05$. The comparative analysis results for generation were presented in Table 13.

Table 13

1.4.2 Compare the Cognitive Aspects of Personal Determinants, Based on Motivations of Attendance, by Generation

Method of Discovery	Yes		No		χ^2	<i>p</i>
	<i>f</i>	%	<i>f</i>	%		
Social Media					8.173	.017
Baby Boomers	22	25.3	28	41.2		
Gen X	31	35.6	27	39.7		
Millennials	34	39.1	13	19.1		
Website					10.399	.006
Baby Boomers	25	23.4	24	45.3		
Gen X	42	39.3	20	37.7		
Millennials	40	37.4	9	17.0		
Friends/Family					.051	.975
Baby Boomers	45	31.5	29	41.4		
Gen X	56	39.2	7	36.8		
Millennials	42	29.4	6	31.6		
Flier/Print Advertisement					3.883	.144
Baby Boomers	29	41.4	21	26.9		
Gen X	25	35.7	31	39.7		
Millennials	16	22.9	26	33.3		
Radio					.073	.964
Baby Boomers	36	32.4	13	30.2		
Gen X	42	37.8	17	39.5		
Millennials	33	29.7	13	30.2		
Television					.071	.965
Baby Boomers	24	34.8	26	32.9		
Gen X	26	37.7	30	38.0		
Millennials	19	27.5	23	29.1		
Other					1.064	.587
Baby Boomers	7	46.7	30	37.0		
Gen X	4	26.7	33	40.7		
Millennials	4	26.7	18	22.2		

Research Question 1: Research Objective 1.5.1

Research Question 1: Research Objective 1.5.1 was used for the description of affective aspects of personal determinants, based on venue features (V1_Q010_B; V1_Q010_Q; V1_Q010_T), by generation (D001_RC_D). Descriptive statistics (mean and standard deviation) were calculated for description of the dependent variable venue features (V1_Q010_B; V1_Q010_Q; V1_Q010_T) and (frequency and percent) for the independent variable, generational groups (D001_RC_D), shown in Table 14.

Table 14

1.5.1 Describe the Cognitive Aspects of Personal Determinants, based on Venue Features, by Generation

<i>Venue Features</i>	<i>Baby Boomers</i>		<i>Generation X</i>		<i>Millennials</i>		<i>Total</i>	
	<i>(n =)</i>		<i>(n =)</i>		<i>(n =)</i>		<i>(n =)</i>	
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>
Energy	3.3	1.2	3.6	1.4	3.6	.9	3.5	1.2
Uniqueness	3.1	1.0	3.0	1.0	3.5	1.0	3.2	1.0
Comfort	4.0	1.0	3.9	.9	3.8	1.0	3.9	1.0

Note. Bipolar Scale: 1 = Not at all important; 5 = Very important

Research Question 1: Research Objective 1.5.2

Research Question 1: Research Objective 1.5.2 was used to compare the cognitive aspects of personal determinants, based on venue features energy (V1_Q010_B), uniqueness (V1_Q010_Q) and comfort (V1_Q010_T), by generation (D001_RC_D). A MANOVA was used to compare the mean scores of independent variables, venue features (V1_Q010_B; V1_Q010_Q; V1_Q010_T) across conditions and test interactions among dependent variables, generational groups (D001_RC_D), shown in Table 15.

Box's test of equality of covariance was significant ($p = .015$), which was an indicator that the assumption of equality of covariance matrices was violated (Field, 2012). Based on this outcome of the Box's Test, results of the MANOVA used to address RO 1.5.2 should be approached cautiously because the results of the test are completely reliant on the robustness of the test (Newton & Rudestam, 1999). Comparison groups were unequal in size. We chose to interpret MANOVA results using the Wilk's lambda statistic because with three or more independent variables (generational groups), "it serves as criteria for evaluating differences across the dimensions of dependent variables" (Newton & Rudestam, 1999).

Results of the MANOVA indicated the effect of time of generation (D001_RC_D) on venue features energy (V1_Q010_B), uniqueness (V1_Q010_Q) and comfort (V1_Q010_T) was not significant, $\Lambda = .925$; $F(2.009, 304.000) = 1.714$; $p = .064$; $\eta_p^2 = .038$; $1 - \beta = .730$). MANOVA results for energy (V1_Q010_B), uniqueness (V1_Q010_Q) and comfort (V1_Q010_T) did not meet the minimum requirements ($1 - \beta \geq .80$) for power of analysis ($1 - \beta = .730$) and, therefore, should be approached with caution.

Subsequent univariate Analyses of Variance (ANOVAs) were carried out on each of the dependent variables venue features energy (V1_Q010_B), uniqueness (V1_Q010_Q) and comfort (V1_Q010_T). A Bonferonni correction was applied to each of the subsequent ANOVAs to protect against inflated Type I error (Field, 2009). ANOVA results indicated significant interactions between subjects in the variable uniqueness (V1_Q010_Q) ($p = .034$, $\eta^2 = .042$, $1 - \beta = .640$) for the effects of venue features on generation (D001_RC_D). ANOVA results indicated non-significant interactions between subjects in the variables energy

(V1_Q010_B) ($p = .194$, $\eta^2 = .021$, $1 - \beta = .346$), and comfort (V1_Q010_T) ($p = .756$, $\eta^2 = .004$, $1 - \beta = .094$) for the effects of venue features on generation (D001_RC_D). Results for energy (V1_Q010_B), uniqueness (V1_Q010_Q) and comfort (V1_Q010_T) did not meet the minimum requirements for power of analysis ($\geq .80$) and, therefore, should be approached with caution. Results for follow-up ANOVAS are shown in Table 15.

Table 15

1.5.2 Compare Affective Aspects of Personal Determinants, Based on Venue Features by Generation

Scale	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>p</i>	η_p^2	$1 - \beta$
Uniqueness**							
Between	2	6.934	3.467	3.449	.034	.042	.640
Error	156	156.814	1.005				
Total	159	1755.0					
Energy							
Between	2	4.680	2.340	1.658	.194	.021	.346
Error	155	218.795	1.412				
Total	158	2145.0					
Comfort							
Between	2	.521	.261	.280	.756	.004	.094
Error	157	146.223	.931				
Total	159	2557.0					

Note: **Indicates significant results

Research Question 1: Research Objective 1.6.1

Research Question 1: Research Objective 1.6.1 was used for the description of affective aspects of personal determinants, based on music genre (V1_Q009), by generation (D001_RC_D).

Descriptive statistics (frequency and percent) were calculated for description of the dependent

variable music genre (V1_Q009) and (frequency and percent) for the independent variable, generational groups (D001_RC_D), shown in Table 16.

Table 16

1.6.1 Describe Affective Aspects of Personal Determinants, Based on Music Genre, by Generation

Characteristic	Baby Boomers		Generation X		Millennials		Total	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Music Genre								
Country	7	28.0	9	36.0	9	36.0	25	14.6
Hip Hop/R&B	2	9.1	10	45.5	10	45.5	22	12.9
Mixed AC	10	37.0	12	44.4	5	18.5	27	15.8
Rap/Urban	0	0.0	0	0.0	0	0.0	0	0.0
Rock	9	33.3	14	51.9	4	14.8	27	15.8
Christian	6	46.2	3	23.1	4	30.8	13	7.6
Reggae	1	16.7	1	16.7	4	66.7	6	3.5
Folk	4	40.0	3	30.0	3	30.0	10	5.8
Other	16	39.0	15	36.6	10	24.4	41	24.0
TOTAL	55	32.2	67	39.2	49	28.7	171	100.0

Research Question 1: Research Objective 1.6.2

Research Question 1: Research Objective 1.6.2 was used to compare the affective aspects of personal determinants, based on music genre (V1_Q009), by generation (D001_RC_D). A chi-square (χ^2) test of independence was performed to examine the relation between music genre (V1_Q009) and generation (D001_RC_D). The relationship between these variables was not significant. The greatest chi-square value was between Hip Hop/R&B (V1_Q009) to generation $\chi^2 (5.818, n = 22) = .055, p > .05$ and the least chi-square value was between Folk (V1_Q009) to generation $\chi^2 (.200, n = 10) = .905, p > .05$. The comparative analysis results were presented in Table 17.

Table 17

1.6.2 Compare Affective Aspects of Personal Determinants, Based on Music Genre, by Generation

Music Genre	Yes		χ^2	<i>p</i>
	<i>f</i>	%		
Country			.320	.852
Baby Boomers	7	28.0		
Gen X	9	36.0		
Millennials	9	36.0		
Hip Hop/R&B			5.818	.055
Baby Boomers	2	9.1		
Gen X	10	45.5		
Millennials	10	45.5		
Mix AC			2.889	.236
Baby Boomers	10	37.0		
Gen X	12	44.4		
Millennials	5	18.5		
Rap/Urban			--	--
Baby Boomers	0	0.0		
Gen X	0	0.0		
Millennials	0	0.0		
Rock			5.556	.062
Baby Boomers	9	33.3		
Gen X	14	51.9		
Millennials	4	14.8		
Christian			1.077	.584
Baby Boomers	6	46.2		
Gen X	3	23.1		
Millennials	4	30.8		
Reggae			3.000	.223
Baby Boomers	1	16.7		
Gen X	1	16.7		
Millennials	4	66.7		
Folk			.200	.905
Baby Boomers	4	40.0		
Gen X	3	30.0		
Millennials	3	30.0		
Other			1.512	.469
Baby Boomers	16	39.0		
Gen X	15	36.6		
Millennials	10	24.4		

Research Question 1: Research Objective 1.7.1

Research Question 1: Research Objective 1.7.1 was used for the description of affective aspects of personal determinants, based on preference of attendance (V1_Q003), by generation (D001_RC_D). Descriptive statistics (frequency and percent) were calculated for description of the dependent variable preference of attendance (V1_Q009) and (frequency and percent) for the independent variable, generational groups (D001_RC_D), shown in Table 18.

Table 18

1.7.1 Describe Affective Aspects of Personal Determinants, Based on Preference of Attendance, by Generation

Characteristic	Baby Boomers		Generation X		Millennials		Total	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Preference of Attendance								
Alone	0	0.0	0	0.0	0	0.0	0	0.0
With a Group	39	29.3	51	38.3	43	32.3	133	76.9
Either	13	36.1	14	38.9	9	25.0	36	20.8
Not at All	2	50.0	1	25.0	1	25.0	4	2.3
TOTAL	54	31.2	66	38.2	53	30.6	173	100.0

Research Question 1: Research Objective 1.7.2

Research Question 1: Research Objective 1.7.2 was used to compare the affective aspects of personal determinants, based on preference of attendance (V1_Q003), by generation (D001_RC_D). A chi-square (χ^2) test of independence was performed to examine the relation between preference of attendance (V1_Q003) and generation (D001_RC_D). The relationship between these variables was not significant. The greatest chi-square value was between with a group (V1_Q003) to generation χ^2 (1.684, $n = 133$) = .431, $p > .05$ and the least chi-square value

was between not at all (V1_Q003) to generation $\chi^2 (.500, n = 4) = .779, p > .05$ The comparative analysis results for generation were presented in Table 19.

Table 19

1.7.2 Compare Affective Aspects of Personal Determinants, Based on Preference of Attendance, by Generation

Preference of Attendance	Yes		χ^2	<i>p</i>
	<i>F</i>	%		
Alone			.500	.779
Baby Boomers	0	0.0		
Gen X	0	0.0		
Millennials	0	0.0		
With a Group			1.684	.431
Baby Boomers	39	29.3		
Gen X	51	38.3		
Millennials	43	32.3		
Either			1.167	.558
Baby Boomers	13	36.1		
Gen X	14	38.9		
Millennials	9	25.0		
Not at All			.500	.779
Baby Boomers	2	50.0		
Gen X	1	25.0		
Millennials	1	25.0		

Research Question 2

The purpose of Research Question 2 was to understand the behavioral determinants that influence Millennials engagement with contemporary live music venues and events, which were also compared with other generational groups (Baby Boomer and Generation X). Research Question 2 was divided into several research objectives; 2.1, 2.2, 2.3, 2.4 and 2.5. These research objectives were then further divided into subsequent research objectives; 2.1.1, 2.1.2, etc. These sub-research questions (respectively) were designated for descriptive (mean, standard deviation

and frequency, percent) and comparative analyses (MANOVA, Chi Square, Kruskal-Wallis H), of each research objective and its respective variables.

Research Question 2: Research Objective 2.1.1

Research Question 2: Research Objective 2.1.1 was used to describe the aspects of behavioral determinants, based on alcohol consumption (V1_Q008), by generation (D001_RC_D).

Descriptive statistics (frequency and percent) was calculated for description of the dependent variable alcohol consumption (V1_Q008), and (frequency and percent) for the independent variable, generational groups (D001_RC_D), shown in Table 20.

Table 20

2.1.1 Describe the Behavioral Aspects Associated with Live Music Venues and Events, Based on Alcohol Consumption, by Generation

Characteristic	Baby Boomers		Generation X		Millennials		Total	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Alcohol Consumption								
Yes	33	27.5	46	38.3	41	34.2	120	70.6
No	22	44.0	21	42.0	7	14.0	50	29.4
TOTAL	55	32.4	67	39.4	48	28.2	170	100.0

Research Question 2: Research Objective 2.1.2

Research Question 2: Research Objective 2.1.2 was used to compare the environmental aspects of live music venues and events, based on alcohol consumption (V1_Q008) by generation (D001_RC_D). A chi-square (χ^2) test of independence was performed to examine the relation between alcohol consumption (V1_Q008) and generation (D001_RC_B). The relationship between these variables was significant. The chi-square and significance level for alcohol

consumption (V1_Q008) to generation was $\chi^2 (8.174, n = 170) = .017, p < .05$. The comparative analysis results were presented in Table 21.

Table 21

2.1.2 Compare Behavioral Aspects Associated with Live Music Venues and Events, based on Alcohol Consumption, by Generation

	Yes		No		χ^2	<i>p</i>
	<i>f</i>	%	<i>f</i>	%		
Alcohol Consumption					8.174	.017
Baby Boomers	33	27.5	22	44.0		
Gen X	46	38.3	21	42.0		
Millennials	41	34.2	7	14.0		

Research Question 2: Research Objective 2.2.1

Research Question 2: Research Objective 2.2.1 was used to describe the aspects of behavioral determinants, based on music genre (V1_Q009), by generation (D001_RC_D). Descriptive statistics (frequency and percent) was calculated for description of the dependent variable music genre (V1_Q009), and (frequency and percent) for the independent variable, generational groups (D001_RC_D), shown in Table 22.

Table 22

2.2.1 Describe the Behavioral Aspects Associated with Live Music Venues and Events Based on Music Genre, by Generation

Characteristic	Baby Boomers		Generation X		Millennials		Total	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Music Genre								
Country	7	28.0	9	36.0	9	36.0	25	14.6
Hip Hop/R&B	2	9.1	10	45.5	10	45.5	22	12.9
Mixed AC	10	37.0	12	44.4	5	18.5	27	15.8
Rap/Urban	0	0.0	0	0.0	0	0.0	0	0.0
Rock	9	33.3	14	51.9	4	14.8	27	15.8
Christian	6	46.2	3	23.1	4	30.8	13	7.6
Reggae	1	16.7	1	16.7	4	66.7	6	3.5
Folk	4	40.0	3	30.0	3	30.0	10	5.8
Other	16	39.0	15	36.6	10	24.4	41	24.0
TOTAL	55	32.2	67	39.2	49	28.7	171	100.0

Research Question 2: Research Objective 2.2.2

Research Question 2: Research Objective 2.2.2 was used to compare the behavioral aspects of live music venues and events, based on music genre (V1_Q009) by generation (D001_RC_D). A chi-square (χ^2) test of independence was performed to examine the relation between music genre (V1_Q009) and generation (D001_RC_D). The relationship between these variables was not significant. The greatest chi-square value was between Hip Hop/R&B (V1_Q009) to generation $\chi^2 (5.818, n = 22) = .055, p > .05$ and the least chi-square value was between Folk (V1_Q009) to generation $\chi^2 (.200, n = 10) = .905, p > .05$. The comparative analysis results were presented in Table 23.

Table 23

2.2.2 Compare the Behavioral Aspects Associated with Live Music Venues and Events Based on Music Genre, by Generation

Music Genre	Yes		χ^2	<i>p</i>
	<i>f</i>	%		
Country			.320	.852
Baby Boomers	7	28.0		
Gen X	9	36.0		
Millennials	9	36.0		
Hip Hop/R&B			5.818	.055
Baby Boomers	2	9.1		
Gen X	10	45.5		
Millennials	10	45.5		
Mix AC			2.889	.236
Baby Boomers	10	37.0		
Gen X	12	44.4		
Millennials	5	18.5		
Rap/Urban			--	--
Baby Boomers	0	0.0		
Gen X	0	0.0		
Millennials	0	0.0		
Rock			5.556	.062
Baby Boomers	9	33.3		
Gen X	14	51.9		
Millennials	4	14.8		
Christian			1.077	.584
Baby Boomers	6	46.2		
Gen X	3	23.1		
Millennials	4	30.8		
Reggae			3.000	.223
Baby Boomers	1	16.7		
Gen X	1	16.7		
Millennials	4	66.7		
Folk			.200	.905
Baby Boomers	4	40.0		
Gen X	3	30.0		
Millennials	3	30.0		
Other			1.512	.469
Baby Boomers	16	39.0		
Gen X	15	36.6		
Millennials	10	24.4		

Research Question 2: Research Objective 2.3.1

Research Question 2: Research Objective 2.3.1 was used to describe the behavioral aspects of live music venues and events, based on household income (V1_D008), by generation (D001_RC_D). Descriptive statistics (frequency and percent) was calculated for description of the dependent variable household income (V1_D008), and (frequency and percent) for the independent variable, generational groups (D001_RC_D), shown in Table 24.

Table 24

2.3.1 Describe the Behavioral Aspects Associated with Live Music Venues and Events Based on Household Income, by Generation

Characteristic	Baby Boomers		Generation X		Millennials		Total	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Household Income								
<\$30,000	6	31.6	3	15.8	10	52.6	19	11.6
\$30,000-\$49,000	5	33.3	1	6.7	9	60.0	15	9.1
\$50,000-\$99,999	16	28.1	21	36.8	20	35.1	57	34.8
\$100,000-\$249,999	19	30.2	35	55.6	9	14.3	63	38.4
>\$250,000	4	40.0	4	40.0	2	20.0	10	6.1
TOTAL	50	30.5	64	39.0	50	30.5	164	100.0

Research Question 2: Research Objective 2.3.2

Research Question 2: Research Objective 2.3.2 was used to compare the behavioral aspects of live music venues and events, based on household income (V1_D008) by generation (D001_RC_D). A chi-square (χ^2) test of independence was performed to examine the relation between household income (V1_D008) and generation (D001_RC_D). The relationship between the income level (\$30,000-\$49,999) and generation (D001_RC_D) was significant (6.400, $n = 15$) = .041, $p < .05$. The relationship between the income level (\$100,000-\$249,999) and generation (D001_RC_D) was significant (16.381, $n = 63$) = .000, $p < .05$. The least chi-square

value was between the household income level \$50,000-\$99,999 (V1_D008) to generation χ^2 (.737, $n = 57$) = .692, $p > .05$. The comparative analysis results were presented in Table 25.

Table 25

2.3.2 Compare the Behavioral Aspects Associated with Live Music Venues and Events Based on Household Income, by Generation

Household Income	<i>f</i>	%	χ^2	<i>p</i>
<\$30,000			3.895	.143
Baby Boomers	6	31.6		
Gen X	3	15.8		
Millennials	10	52.6		
\$30,000-\$49,999**			6.400	.041
Baby Boomers	5	33.3		
Gen X	1	6.7		
Millennials	9	60.0		
\$50,000-\$99,999			.737	.692
Baby Boomers	16	28.1		
Gen X	21	36.8		
Millennials	20	35.1		
\$100,000-\$249,999**			16.381	.000
Baby Boomers	19	30.2		
Gen X	35	55.6		
Millennials	9	14.3		
>\$250,000			.800	.670
Baby Boomers	4	40.0		
Gen X	4	40.0		
Millennials	2	20.0		

Research Question 2: Research Objective 2.4.1

Research Question 2: Research Objective 2.4.1 was used to describe the behavioral aspects of live music venues and events, based on venue features (V1_Q010_A through V1_Q010_G), by generation (D001_RC_D). Descriptive statistics (mean and standard deviation) were calculated for description of the dependent variables venue features (V1_Q010_A through V1_Q010_G),

and (frequency and percent) for the independent variable, generational groups (D001_RC_D), shown in Table 26.

Table 26

2.4.1 Describe the Behavioral Aspects Associated with Live Music Venues and Events, Based on Venue Features, By Generation

Venue Features	Baby Boomers (n = 50)		Generation X (n = 55)		Millennials (n = 42)		Total (n = 147)	
	M	SD	M	SD	M	SD	M	SD
Atmosphere	3.7	1.1	4.1	.9	4.1	.7	4.0	1.0
Energy	3.2	1.2	3.6	1.4	3.6	.9	3.5	1.2
Food	2.4	1.3	2.7	1.4	3.4	1.4	2.8	1.4
Specials								
Sound	4.0	.9	4.3	.9	4.3	.8	4.2	.9
Quality								
Volume	3.7	1.1	3.7	1.0	4.0	.8	3.8	1.0
Seating	3.9	1.1	3.9	1.2	3.8	.9	3.9	1.1
Lighting	3.4	1.1	3.9	1.2	3.8	.9	3.4	1.1

Note. Bipolar Scale: 1 = not at all important; 5 = very important

Research Question 2: Research Objective 2.4.2

Research Question 2: Research Objective 2.4.2 was used to compare the behavioral aspects of live music venues and events, based on venue features (V1_Q010_A through V1_Q010_G), by generation (D001_RC_D). A MANOVA was used to compare the mean scores of independent variables, venue features (V1_Q010_A through V1_Q010_G) across conditions and test interactions among dependent variables, generational groups (D001_RC_D), shown in Table 27.

Box's test of equality of covariance was significant ($p = .002$), which was an indicator that the assumption of equality of covariance matrices was violated (Field, 2012). Based on this outcome of the Box's Test, results of the MANOVA used to address RO 2.4.2 should be approached

cautiously because the results of the test are completely reliant on the robustness of the test (Newton & Rudestam, 1999). Comparison groups were unequal in size. We chose to interpret MANOVA results using the Wilk's lambda statistic because with three or more independent variables (generational groups), "it serves as criteria for evaluating differences across the dimensions of dependent variables" (Newton & Rudestam, 1999).

Results of the MANOVA indicated the effect of time of generation (D001_RC_D) on venue features (V1_Q010_A through V1_Q010_G) was significant, $\Lambda = .760$; $F(2.894, 276.000) = 1.714$; $p = .000$; $\eta^2 = .128$; $1 - \beta = .995$). MANOVA results for (V1_Q010_A through V1_Q010_G) exceeded the minimum requirements ($1 - \beta \geq .80$) for power of analysis ($1 - \beta = .995$) and, therefore, significant results were not due to chance or error.

After identifying a significant MANOVA, subsequent ANOVAs were carried out on each of the dependent variables venue features energy (V1_Q010_A through V1_Q010_G). A Bonferonni correction was applied to each of the subsequent ANOVAs to protect against inflated Type I error (Field, 2009). ANOVA results indicated significant interactions between subjects in the variable atmosphere (V1_Q010_A) ($p = .028$, $\eta^2 = .045$, $1 - \beta = .666$) and variable food specials (V1_Q010_C) ($p = .001$, $\eta^2 = .083$, $1 - \beta = .923$) for the effects of venue features on generation (D001_RC_D).

ANOVA results indicated non-significant interactions between subjects in the variables energy (V1_Q010_B) ($p = .194$, $\eta^2 = .021$, $1 - \beta = .346$), sound quality (V1_Q010_D) ($p = .198$, $\eta^2 = .021$, $1 - \beta = .341$), volume (V1_Q010_E) ($p = .186$, $\eta^2 = .021$, $1 - \beta = .354$), seating

(V1_Q010_F) ($p = .781, \eta^2 = .003, 1 - \beta = .089$), and lighting (V1_Q010_G) ($p = .402, \eta^2 = .012, 1 - \beta = .206$) for the effects of venue features on generation (D001_RC_D). Only results for food specials (V1_Q010_C) exceeded the threshold for the power of analysis ($\geq .80$) therefore, significant results were not due to chance or error. Results for energy (V1_Q010_B), sound quality (V1_Q010_D), volume (V1_Q010_E), seating (V1_Q010_F), lighting (V1_Q010_G) did not meet the minimum requirements for power of analysis ($\geq .80$) and, therefore, should be approached with caution. Results for follow-up ANOVAS are shown in Table 27.

Table 27

2.4.2 Compare Behavioral Aspects Associated with Live Music Venues and Events, Based on Past Experience by Generation

Scale	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>p</i>	η_p^2	$1 - \beta$
Atmosphere**							
Between	2	6.381	3.190	3.652	.028	.045	.666
Error	155	135.392	.873				
Total	158	2622.000					
Energy							
Between	2	4.680	2.340	1.658	.194	.021	.346
Error	155	218.795	1.412				
Total	158	2145.000					
Food Specials**							
Between	2	25.819	12.909	6.987	.001	.083	.923
Error	154	284.538	1.848				
Total	157	1566.000					
Sound Quality							
Between	2	2.524	1.262	1.636	.198	.021	.341
Error	153	118.066	.772				
Total	156	2896.000					
Volume							
Between	2	3.272	1.636	1.702	.186	.021	.354
Error	157	150.922	.961				
Total	160	2457.000					

Table 27 continued

2.4.2 Compare Behavioral Aspects Associated with Live Music Venues and Events, Based on Past Experience by Generation

Seating							
Between	2	.586	.293	.248	.781	.003	.089
Error	154	284.538	1.848				
Total	157	1566.000					
Lighting							
Between	2	2.149	1.075	.917	.402	.012	.206
Error	155	181.730	1.172				
Total	158	2009.000					

Note. ** Indicates significant results ($p < .05$)

Research Question 2: Research Objective 2.5.1

Research Question 2: Research Objective 2.5.1 was used to describe the behavioral aspects of live music venues and events, based on the amount willing to pay for admission (V1_Q015), by generation (D001_RC_D). Descriptive statistics (frequency and percent) were calculated for description of the dependent variables venue features (V1_Q015), and (frequency and percent) for the independent variable, generational groups (D001_RC_D), shown in Table 28.

Table 28

2.5.1 Describe the Behavioral Aspects Associated with Live Music Venues and Events, Based on Amount Willing to Pay for Admission, by Generation

Characteristic	Baby Boomers		Generation X		Millennials		Total	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Amount Willing to Pay								
\$0	1	33.3	2	66.7	0	0.0	3	1.8
\$1-\$49	23	53.5	10	23.3	10	23.3	43	25.6
\$50-\$99	20	31.7	23	36.5	20	31.7	63	37.5
\$100-\$149	6	15.4	16	41.0	17	43.6	39	23.2
\$150-\$199	0	0.0	4	66.7	2	33.3	6	3.6
\$200 or more	4	28.6	8	57.1	2	14.3	14	8.3
TOTAL	54	32.1	63	37.5	51	30.4	168	100.0

Research Question 2: Research Objective 2.5.2

Research Question 2: Research Objective 2.5.2 was used to compare the behavioral aspects of live music venues and events, based on the amount willing to pay for admission (V1_Q015), by generation (D001_RC_D). A Kruskal-Wallis H test was used for comparison of the dependent variables amount willing to pay for admission (V1_Q015) and independent variables generation (D001_RC_D). This test is a “rank-based nonparametric test that can be used to determine if there are statistically significant differences between two or more groups of an independent variable on a continuous or ordinal dependent variable” (LAERD Statistics, 2013). A Kruskal-Wallis H test was conducted to determine if there were statistically significant differences in amounts willing to pay for admission (V1_Q015) score between 3 groups of different generational groups (D001_RC_D). Distributions of amount willing to pay for admission (V1_Q015) scores were similar for all groups, as assessed by visual inspection of a boxplot. Median scores for amount willing to pay for admission (V1_Q015) were statistically significantly different between groups, $\chi^2(3) = 13.003, p = .002$. Subsequently, pairwise comparisons were performed using Dunn's (1964) procedure with a Bonferroni correction for multiple comparisons. Adjusted *p*-values are presented. This post hoc analysis revealed statistically significant differences in amount willing to pay for admission (V1_Q015) scores between Baby Boomers (*Mdn* = 3.00) and Millennials (*Mdn* = 3.00) (*p* = .019) and Baby Boomers and Generation X (*Mdn* = 3.00) (*p* = .002) generational groups, but not between Generation X and Millennials (*Mdn* = 1.000) generational groups. Visual results for 2.5.2 can be found in Appendix I.

Research Question 3

The purpose of Research Question 3 was to understand the environmental determinants that influence Millennials engagement with contemporary live music venues and events, which were also compared with other generational groups (Baby Boomer and Generation X). Research Question 3 was divided into several research objectives; 3.1, 3.2, 3.3 and 3.4. These research objectives were then further divided into subsequent research objectives; 3.1.1, 3.1.2, etc. These sub-research questions (respectively) were designated for descriptive analyses (mean, standard deviation and frequency, percent) and comparative analyses (MANOVA, Chi Square, Mann-Whitney U) of each research objective and its respective variables.

Research Question 3: Research Objective 3.1.1

Research Question 3: Research Objective 3.1.1 was used to describe the environmental aspects of live music venues and events, based on distance willing to travel (V1_Q007), by generation (D001_RC_D). Descriptive statistics (frequency and percent) were calculated for description of the dependent variables distance willing to travel (V1_Q007), and (frequency and percent) for the independent variable, generational groups (D001_RC_D), shown in Table 29.

Table 29

3.1.1 Describe the Environmental Aspects Associated with Live Music Venues and Events, Based on Distance Willing to Travel, by Generation

Characteristic	Baby Boomers		Generation X		Millennials		Total	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Distance Willing to Travel								
< 1 hour	28	48.3	20	34.5	10	17.2	58	34.3
1-2 hours	15	20.3	36	48.6	23	31.1	74	43.8
3-4 hours	8	29.6	6	22.2	13	48.1	27	16.0
5-9 hours	2	33.3	2	33.3	2	33.3	6	3.6
10-14 hours	1	100.0	0	0.0	0	0.0	1	0.6
>15 hours	1	33.3	1	33.3	1	33.3	3	1.8
TOTAL	55	32.5	65	38.5	49	29.0	169	100.0

Research Question 3: Research Objective 3.1.2

Research Question 3: Research Objective 3.1.2 was used to compare the environmental aspects of live music venues and events, based on distance willing to travel (V1_Q007), by generation (D001_RC_D). A Mann-Whitney U test was run to determine if there were differences in distance willing to travel (V1_Q007) between generations (D001_RC_D). Distributions of the distance willing to travel (V1_Q007) for Baby Boomers and Generation X were similar, as assessed by visual inspection. Median distance willing to travel (V1_Q007) score was not statistically significantly different between Baby Boomers (*Mdn* = 1.00; mean rank = 56.66) and Generation X (*Mdn* = 2.00; mean rank = 63.75), $U = 1576.500$, $z = -1.200$, $p = .230$. Therefore, we retain the null hypothesis.

Distributions of the distance willing to travel (V1_Q007) for Baby Boomers and Millennials were similar, as assessed by visual inspection. Distance willing to travel (V1_Q007) scores for Millennials (mean rank = 60.22) were statistically significantly higher than for Baby Boomers (mean rank = 45.62), $U = 969$, $z = -2.067$, $p = .009$. Therefore, we reject the null hypothesis.

Distributions of the distance willing to travel (V1_Q007) for Generation X and Millennials were similar, as assessed by visual inspection. Distance willing to travel (V1_Q007) scores for Millennials (mean rank = 64.42) were statistically significantly higher than for Generation X (mean rank = 52.28), $U = 1253.500$, $z = -2.119$, $p = .034$. Therefore, we reject the null hypothesis. Mann-Whitney U test results for all three comparisons are shown in Table 30.

Table 30

3.1.2 Mann-Whitney U: Compare the Environmental Aspects Associated with Live Music Venues and Events, Based on Distance Willing to Travel, by Generation

<i>Generation Comparison Groups</i>		<i>Median</i>	<i>Mean Rank</i>	<i>U</i>	<i>z</i>	<i>p</i>	^a Total (N)
Baby Boomer vs. Generation X	BB	1.00	56.66	1576.500	-1.200	.230	120
	GX	2.00	63.75				
Baby Boomer vs. Millennial ^c	BB	1.00	45.62	969.000	-2.067	.009	104
	M	2.00	60.22				
Millennial vs. Generation X	M	2.00	64.42	1253.500	-2.119	.034	114
	GX	2.00	52.28				

Note. ^aTotal N of respondents in designated combined generation categories.

Research Question 3: Research Objective 3.2.1

Research Question 3: Research Objective 3.2.1 was used to describe the environmental aspects of live music venues and events, based on alcohol consumption (V1_Q008), by generation (D001_RC_D). Descriptive statistics (frequency and percent) were calculated for description of the dependent variables alcohol consumption (V1_Q008), and (frequency and percent) for the independent variable, generational groups (D001_RC_D), shown in Table 31.

Table 31

3.2.1 Describe the Environmental Aspects Associated with Live Music Venues and Events, Based on Alcohol Consumption (Venue Serves Alcohol), by Generation

Characteristic	Baby Boomers		Generation X		Millennials		Total	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Alcohol Consumption								
Yes	33	27.5	46	38.3	41	34.2	120	70.6
No	22	44.0	21	42.0	7	14.0	50	29.4
TOTAL	55	32.4	67	39.4	48	28.2	170	100.0

Research Question 3: Research Objective 3.2.2

Research Question 3: Research Objective 3.2.2 was used to compare the environmental aspects of live music venues and events, based on alcohol consumption (V1_Q008), by generation (D001_RC_D). A chi-square (χ^2) test of independence was performed to examine the relation between alcohol consumption (V1_Q008) and generation (D001_RC_D). The relationship between these variables was significant. The results were alcohol consumption (V1_Q008) to generation $\chi^2 (8.174, n = 170) = .017, p < .05$. The comparative analysis results were presented in Table 32.

Table 32

3.2.2 Compare the Environmental Aspects of Live Music Venues and Events, Based on Alcohol Consumption (Venue Serves Alcohol), by Generation

	Yes		No		χ^2	<i>p</i>
	<i>f</i>	%	<i>f</i>	%		
Alcohol Consumption					8.174	.017
Baby Boomers	33	27.5	22	44.0		
Gen X	46	38.3	21	31.3		
Millennials	41	34.2	7	14.0		

Research Question 3: Research Objective 3.3.1

Research Question 3: Research Objective 3.3.1 was used to describe the environmental aspects of live music venues and events, based on music genre (V1_Q009), by generation (D001_RC_D). Descriptive statistics (frequency and percent) were calculated for description of the dependent variables music genre (V1_Q009), and (frequency and percent) for the independent variable, generational groups (D001_RC_D), shown in Table 33.

Table 33

3.3.1 Describe the Environmental Aspects Associated with Live Music Venues and Events, Based on Music Genre, by Generation

Characteristic	Baby Boomers		Generation X		Millennials		Total	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Music Genre								
Country	7	28.0	9	36.0	9	36.0	25	14.5
Hip Hop/R&B	2	9.1	10	45.5	10	45.5	22	12.9
Mixed AC	10	37.0	12	44.4	5	18.5	27	15.8
Rap/Urban	0	0.0	0	0.0	0	0.0	0	0.0
Rock	9	33.3	14	51.9	4	14.8	27	15.8
Christian	6	46.2	3	23.1	4	30.8	13	7.6
Reggae	1	16.7	1	16.7	4	66.7	6	3.5
Folk	4	40.0	3	30.0	3	30.0	10	5.8
Other	16	39.0	15	36.6	10	24.4	41	24.0
TOTAL	55	32.2	67	39.2	49	28.7	171	100.0

Research Question 3: Research Objective 3.3.2

Research Question 3: Research Objective 3.3.2 was used to compare the environmental aspects of live music venues and events, based on music genre (V1_Q009), by generation (D001_RC_D). A chi-square (χ^2) test of independence was performed to examine the relation between music genre (V1_Q009), and generation (D001_RC_D). The relationship between these variables was not significant; $\chi^2 (18.245, n = 171) = .196, p > .05$. The comparative analysis results were presented in Table 34.

Table 34

3.3.2 Compare the Environmental Aspects of Live Music Venues and Events Based on Music by Genre, by Generation

Music Genre	Yes		χ^2	<i>p</i>
	<i>f</i>	%		
Country			.320	.852
Baby Boomers	7	28.0		
Gen X	9	36.0		
Millennials	9	36.0		
Hip Hop/R&B			5.818	.055
Baby Boomers	2	9.1		
Gen X	10	45.5		
Millennials	10	45.5		
Mix AC			2.889	.236
Baby Boomers	10	37.0		
Gen X	12	44.4		
Millennials	5	18.5		
Rap/Urban			--	--
Baby Boomers	0	0.0		
Gen X	0	0.0		
Millennials	0	0.0		
Rock			5.556	.062
Baby Boomers	9	33.3		
Gen X	14	51.9		
Millennials	4	14.8		
Christian			1.077	.584
Baby Boomers	6	46.2		
Gen X	3	23.1		
Millennials	4	30.8		
Reggae			3.000	.223
Baby Boomers	1	16.7		
Gen X	1	16.7		
Millennials	4	66.7		
Folk			.200	.905
Baby Boomers	4	40.0		
Gen X	3	30.0		
Millennials	3	30.0		
Other			1.512	.469
Baby Boomers	16	39.0		
Gen X	15	36.6		
Millennials	10	24.4		

Research Question 3: Research Objective 3.4.1

Research Question 3: Research Objective 3.4.1 was used to describe the environmental aspects of live music venues and events, based on venue features (V1_Q010_A through V1_Q010_E, V1_Q010_G, V1_Q010_H, V1_Q010_I, V1_Q010_L, V1_Q010_M, V1_Q010_N, V1_Q010_Q, V1_Q010_T, V1_Q010_U), by generation (D001_RC_D). Descriptive statistics (mean and standard deviation) were calculated for description of the dependent variables venue features (V1_Q010_A through V1_Q010_E, V1_Q010_G, V1_Q010_H, V1_Q010_I, V1_Q010_L, V1_Q010_M, V1_Q010_N, V1_Q010_Q, V1_Q010_T, V1_Q010_U), and (frequency and percent) for the independent variable, generational groups (D001_RC_D), shown in Table 35.

Table 35

3.4.1 Describe the Environmental Aspects of Live Music Venues and Events, Based on Venue Features, by Generation

<i>Venue Features</i>	<i>Baby Boomers (n = 56)</i>		<i>Generation X (n = 67)</i>		<i>Millennials (n = 54)</i>		<i>Total (n = 177)</i>	
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>
Atmosphere	3.7	1.1	4.1	.9	4.1	.7	4.0	1.0
Energy	3.2	1.2	3.6	1.4	3.6	.9	3.5	1.2
Food	2.4	1.3	2.7	1.4	3.4	1.4	2.8	1.4
Specials								
Sound	4.0	.9	4.3	.9	4.3	.8	4.2	.9
Quality								
Volume	3.7	1.1	3.7	1.0	4.0	.8	3.8	1.0
Lighting	3.4	1.1	3.5	1.1	3.2	1.1	3.4	1.1
Décor	2.8	1.1	2.8	1.1	2.6	1.1	2.7	1.1
Drink	2.2	1.3	2.6	1.1	3.5	1.4	2.7	1.3
Quality								
Crowd	3.3	.9	3.3	1.1	3.3	1.0	3.3	1.0
Drink	1.9	1.2	2.5	1.2	3.2	1.4	2.5	1.3
Specials								

Table 35 continued

3.4.1 Describe the Environmental Aspects of Live Music Venues and Events, Based on Venue Features, by Generation

Spaciousness	3.3	1.1	3.5	.9	3.6	1.0	3.5	1.0
Uniqueness	3.1	1.0	3.0	1.0	3.5	1.0	3.2	1.0
Comfort	4.0	1.0	3.8	.9	3.8	1.0	3.9	1.0
Food Quality	2.8	1.3	2.7	1.2	3.3	1.2	2.9	1.3

Note. Bipolar Scale: 1 = not at all important; 5 = very important

Research Question 3: Research Objective 3.4.2

Research Question 3: Research Objective 3.4.2 was used to compare the environmental aspects of live music venues and events, based on venue features (V1_Q010_A through V1_Q010_E, V1_Q010_G, V1_Q010_H, V1_Q010_I, V1_Q010_L, V1_Q010_M, V1_Q010_N, V1_Q010_Q, V1_Q010_T, V1_Q010_U), by generation (D001_RC_D). A MANOVA was used to compare the mean scores of independent variables, venue features (V1_Q010_A through V1_Q010_E, V1_Q010_G, V1_Q010_H, V1_Q010_I, V1_Q010_L, V1_Q010_M, V1_Q010_N, V1_Q010_Q, V1_Q010_T, V1_Q010_U) across conditions and test interactions among dependent variables, generational groups (D001_RC_D), shown in Table 36

Box’s test of equality of covariance was significant ($p = .039$), which was an indicator that the assumption of equality of covariance matrices was violated (Field, 2012). Based on this outcome of the Box’s Test, results of the MANOVA used to address RO 3.4.2 should be approached cautiously because the results of the test are completely reliant on the robustness of the test (Newton & Rudestam, 1999). Comparison groups were unequal in size. We chose to interpret MANOVA results using the Wilk’s lambda statistic because with three or more independent variables (generational groups), “it serves as criteria for evaluating differences across the dimensions of dependent variables” (Newton & Rudestam, 1999).

Results of the MANOVA indicated the effect of time of generation (D001_RC_D) on venue features (V1_Q010_A through V1_Q010_E, V1_Q010_G, V1_Q010_H, V1_Q010_I, V1_Q010_L, V1_Q010_M, V1_Q010_N, V1_Q010_Q, V1_Q010_T, V1_Q010_U) was significant, $\Lambda = .681$; $F(28.00, 254.00) = 1.714$; $p = .005$; $\eta^2 = .175$; $1 - \beta = .996$). MANOVA results for venue features (V1_Q010_A through V1_Q010_E, V1_Q010_G, V1_Q010_H, V1_Q010_I, V1_Q010_L, V1_Q010_M, V1_Q010_N, V1_Q010_Q, V1_Q010_T, V1_Q010_U) exceeded the minimum requirements ($1 - \beta \geq .80$) for power of analysis ($1 - \beta = .996$) and, therefore, significant results were not due to chance or error.

After identifying a significant MANOVA, subsequent ANOVAs were carried out on each of the dependent variables venue features (V1_Q010_A through V1_Q010_E, V1_Q010_G, V1_Q010_H, V1_Q010_I, V1_Q010_L, V1_Q010_M, V1_Q010_N, V1_Q010_Q, V1_Q010_T, V1_Q010_U). A Bonferonni correction was applied to each of the subsequent ANOVAs to protect against inflated Type I error (Field, 2009). ANOVA results indicated significant interactions between subjects in the variable atmosphere (V1_Q010_A) ($p = .028$, $\eta^2 = .045$, $1 - \beta = .666$), food specials (V1_Q010_C) ($p = .001$, $\eta^2 = .083$, $1 - \beta = .923$), drink quality (V1_Q010_I) ($p = .000$, $\eta^2 = .157$, $1 - \beta = .999$), drink specials (V1_Q010_M) ($p = .000$, $\eta^2 = .140$, $1 - \beta = .996$) and uniqueness (V1_Q010_Q) ($p = .034$, $\eta^2 = .042$, $1 - \beta = .640$) for the effects of venue features on generation (D001_RC_D).

Only results for food specials (V1_Q010_C), drink quality (V1_Q010_I) and drink specials (V1_Q010_M) exceeded the threshold for the power of analysis ($\geq .80$) therefore, significant results for these variables were not due to chance or error. Results for atmosphere (V1_Q010_A),

and uniqueness (V1_Q010_Q) did not meet the minimum requirements for power of analysis ($\geq .80$) and, therefore, should be approached with caution. Results for follow-up ANOVAS are shown in Table 36.

Table 36

3.4.2 Compare Environmental Associated with Live Music Venues and Events, Based on Venue Features by Generation

Scale	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>p</i>	η_p^2	$1 - \beta$
Atmosphere**							
Between	2	6.381	3.190	3.652	.028	.045	.666
Error	155	135.392	.873				
Total	158	2622.000					
Food Specials**							
Between	2	25.819	12.909	6.987	.001	.083	.923
Error	154	284.538	1.848				
Total	157	1566.000					
Drink Quality**							
Between	2	44.783	22.391	14.430	.000	.157	.999
Error	155	240.515	1.552				
Total	158	1461.000					
Drink Specials**							
Between	2	38.254	19.127	12.603	.000	.140	.996
Error	155	235.240	1.518				
Total	158	1266.000					
Uniqueness**							
Between	2	6.934	3.467	3.449	.034	.042	.640
Error	156	156.814	1.005				
Total	159	1755.000					

Note: **Indicates significant results.

Data analyses were presented in three sections. The first addressed the descriptive and comparative analyses results for research objectives related to Research Question 1, quantitatively. The second addressed the descriptive and comparative analyses results for research objectives related to Research Question 2, quantitatively. The third addressed the descriptive and comparative analyses results for research objectives related to Research Question 3, quantitatively. Chapter IV summarizes the findings and results of this study. An explanation will be given of the meaning of the results for practitioners and researchers, as well as decision-making criteria moving forward. Recommendations for future research will be presented to increase scholarly productivity for the Millennial generation group.

CHAPTER IV

CONCLUSIONS

Summary of the Study

The primary purpose of this study was to explore what factors engage the Millennial generation within live music venues and events, or the live music culture. Guided by Bandura's SCT, we categorized factors of engagement as personal, behavioral and environmental determinants of live music venues and events. Millennials were compared with other generational groups (Baby Boomers and Generation X) to better recognize which factors were of greater importance to, or had a greater effect on the Millennial generation. This information may help to further understand Millennials' perceptions, participation, engagement, motivations and decisions related to live music venues and events. The generational groups involved were Baby Boomers (born 1945 – 1960), Generation X (born 1961 – 1979), and Millennials (born 1980 – 1995). Nielsen (2014) acknowledged the largest 10 U.S. markets for highly concentrated Millennials. Of the 10 locations, five were sampled in this study (San Diego, CA; Denver, CO; Houston, TX; San Francisco, CA; Dallas, TX).

Research has been performed depicting audience members emotional reactions to live music, but often times these studies focus on the use of classical music performances. This may not accurately reflect Millennials reactions and engagement with contemporary live music venues and events, which are more diversified in respect to genre than classical performances. Music is a social activity that is experienced uniquely by each participant, but it is experienced together at live music venues and events. "Christopher Smalls's concept of "musicking" distills this idea

down into the notion that every musical activity is a form of social acknowledgment and affirmation in which each person present is participating.” (Smalls, n.d.) At a music concert, there are varying levels of engagement happening across each individual’s experience. Some may be invested in every aspect of the performance, while others are merely there for the social interaction facilitated by the gathering of more than likely large crowds, many of whom share the same musical tastes and possibly other social values. Hagen (2005) begins to explore the different “zones” associated with live music venues and events found by Fonarow (2006), each zone containing a different type of participant, all of varying degrees of engagement. I believe that this would be valuable to follow-up on in future studies related to this topic.

A conservative approach was taken when analyzing the data and interpreting the results and findings by using adjusted alpha levels; because of unknown amounts and sources of error (e.g., sampling error, non-response error, frame error), the results and findings of this study were restricted to the participants of this study.

This study was a part of a larger study on data collection methods and, therefore, limitations in the sampling, methods, and processes existed. Following the social exchange theory, we noticed an increased response rate. However, this method was not the most efficient nor cost-effective way to obtain data for this study. For future and duplicate studies, web-based surveys should be considered for instrumentation. Also, by conducting this study in conjunction with five other projects, many questions included in the questionnaire did not directly pertain to this specific study. In the future, individualizing a project with this scope will allow more focused and specific data to be collected. Population and sampling may be further refined for efficiency.

The live music industry is not exempt from technological changes of recent decades. The way in which Millennials participate in the live music culture is different than previous generations. Although this is true because of things such as live music event streaming online, personal videos collected at the venue or event shared with fellow fans, among other items, some of the basic wants and needs are still similar. To address these needs, it should be known what physical, behavioral and environmental aspects determine a participant's engagement with the live music venue or event. Frith (2012) mentions that a venue owners success and profits stem from the audiences' loyalty to the location as much as it is from the appeal of a particular performer or act.

This study can be relevant for performers, venue/event coordinators and promoters involved in the live music industry. Millennials will represent the largest share of U.S. spending power by 2017 (Pew, 2010) and it is important for these individuals to be able to market to this segment of consumers.

Summary of Findings

Research Question 1 and its objectives were meant to describe and compare the cognitive and affective personal determinants that influence Millennials engagement with contemporary live music venues and events. Based on quantitative results, a better understanding of which personal determinants influenced Millennials engagement was formed. Millennials rated their past experiences with live music venues and events (RO1.1.1) as mostly satisfactory according to the descriptive mean score ($M = 4.1, SD = .8$), which was the same if not slightly higher than Baby Boomers ($M = 4.0, SD = .9$) and Generation X's ($M = 4.1, SD = .7$) mean scores. However, an

ANOVA was run for comparative analysis (RO1.1.2) for the effect of generation (D001_RC_D) on past experiences (V1_Q005) and it showed there was no statistically significant association between the two variables.

The descriptive analysis for amount willing to pay for admission (V1_Q015) between generations (D001_RC_D) (RO1.2.1) revealed that most Millennials surveyed were willing to pay higher amounts, ranging from \$50 and up to \$149, for admission to a live music venue or event. This was compared to Baby Boomers who more often chose lower amount ranges (\$1-\$99) and Generation X respondents who chose similarly higher amounts (\$50-\$149), as Millennials. This indicates that Millennials may be more than likely willing to pay higher amounts for admission to live music venues and events than other generations, excluding Generation X. A nonparametric chi-square test of independence (RO1.2.2) showed that there was only a statistically significant ($p < .05 = .020$) effect between generations and the amount willing to pay for admission \$1-\$49 (V1_Q015_B). Millennials appear to be willing to pay more for admission to live music venues and events, and this supports Behr, Brennan & Cloonan's (2014) statement that cost only affects the initial decision to go to the event or not, but does not affect the value of the experience or expectations. Value for money "decisions do not really apply to the perceived quality/enjoyment of the show in ways, they might other commodities." (Behr, Brennan & Cloonan, 2014).

The descriptive analysis for (RO1.3.1) respondents' motivations of attendance (V1_Q006_A through V1_Q006_D) between generations (D001_RC_D) revealed that Millennials most often agreed with the statement "I come to find new music". Baby Boomers and Generation X also

most often agreed with the statement “I come to find new music”, meaning 68.5% of respondents (all generations) chose this as their motivation for attendance. A nonparametric chi-square test was run for comparison, and there was a significant relationship between generation (D001_RC_D) and the motivation for attendance statement “I come for the people and the party”. For future related studies, it is suggested that these motivations of attendance are better categorized or established by Millennials themselves through qualitative interviews and observations.

The descriptive analysis for (RO1.4.1) respondents method of discovery (V1_Q004_A through V1_Q004_G) for each generation (D001_RC_D) revealed that Millennials most often discovered live music venues and events from websites or family/friends, and the next highest response was through social media sources. Baby Boomers most often selected family/friends as their method of discovery, with radio following as the next highest response. Generation X respondents most often chose friends/family, followed by website and radio sources as their method of discovery for live music venues and events. A nonparametric chi-square test was run for comparison, and there was a significant relationship between generations (D001_RC_D) and social media and websites as method of discovery. This supports the claim by Carter (2009) that digital media has reshaped the live music business and is now the more popular method of discovery for live music venues and events, especially among Millennials.

The descriptive analysis for (RO1.5.1) venue features energy, uniqueness and comfort (V1_Q010_B; V1_Q010_Q; V1_Q010_T) across generations (D001_RC_D) revealed that on a scale from 1-5 (1 = not at all important, 5 = very important) Millennials ranked comfort highest

($M = 3.8$) and uniqueness lowest ($M = 3.5$) when describing the mean scores for each venue feature. Baby Boomers scored comfort highest ($M = 4.0$), and Generation X also scored comfort highest ($M = 3.9$). Overall, the lowest scored venue feature was uniqueness.

Based on the quantitative results of the MANOVA (RO1.5.2) used to compare the mean scores of the influence of venue features (energy, uniqueness, comfort) across generations, there was no observed significant relationship between these venue features importance across generations. The follow-up ANOVAs reported there was a difference in the influence of uniqueness across generational groups. The data included in this study were analyzed conservatively. In future research, a Bonferroni adjustment may not be necessary, thus, yield more significant findings with a *priori* alpha level of .05.

The descriptive analysis for (RO1.6.1) music genre (V1_Q009) across generations (D001_RC_D) revealed that Millennials most often chose Hip Hop/R&B as an enticing genre for a live music venue or event. Millennials also equally chose the ‘other’ option in the questionnaire and proceeded to input a choice that was not already available to them. Baby Boomers most often responded with Mixed Adult Contemporary as an enticing genre for a live music venue and event, followed by the ‘other’ option in the questionnaire. Generation X respondents most often chose Mixed Adult Contemporary as an enticing genre for a live music venue and event, followed by the ‘other’ option the questionnaire. This shows that out of all of the genres available for selection, the generations all had varied opinions on what would be the most enticing genre. Hagen (2005) states that “modern music consumers also often value a more omnivorous approach in their tastes” – meaning that this may be the reason why there wasn’t any

overwhelming, unified consensus about which genre was most enticing. A nonparametric chi-square test (RO1.6.2) was run for comparative analysis, and there were no observed statistically significant relationships between generations (D001_RC_D) and enticing music genres (V1_Q009).

The descriptive analysis for (RO1.7.1) preference of attendance (V1_Q003) across generations (D001_RC_D) revealed that Millennials most often preferred to attend live music venues and events with a group. Baby Boomers and Generation X also most often preferred to attend with a group. There were no responses across all generations for attending a live music venue and event alone. A nonparametric chi-square test was run for comparative analysis (RO1.7.2), and there were no observed statistically significant relationships between generations (D001_RC_D) and preferences of attendance (V1_Q003). This supplements the claim by Behr, Brennan & Cloonan (2014) that many audiences frequently observe the “communal experience of music” as valuable. However, for future related studies, qualitative observation and interviewing would be ideal to further support and explain these preferences.

Research Question 2 and its objectives were meant to describe and compare the behavioral determinants that influence Millennials engagement with contemporary live music venues and events. Based on quantitative results, a better understanding of which behavioral determinants influenced Millennials engagement was formed. Descriptive analysis for (RO2.1.1) alcohol consumption (V1_Q008) across generations (D001_RC_D) revealed that most Millennial respondents would or have consumed alcohol at a live music venue or event. Generation X respondents mostly agreed they would or have consumed alcohol at a live music venue or event.

Baby Boomers had a smaller margin of yes responses for alcohol consumption, but alcohol consumption was still favored at live music venues and events. A nonparametric chi-square test was run for comparison (RO2.1.2), and there was an observed significant relationship between generations (D001_RC_D) and alcohol consumption (V1_Q008).

The descriptive analysis for (RO2.3.1) household income (V1_D008) across generations (D001_RC_D) revealed that most Millennial respondents fell in the \$50,000-\$99,999 income bracket, followed by the <\$30,000 bracket. Baby Boomer and Generation X respondents mostly fell within the same and higher brackets of \$50,000-\$249,000. A nonparametric chi-square test was run for comparative analysis (RO2.3.2), and there were observed statistically significant relationships between household income levels \$30,000-\$49,999 and \$100,000-\$249,999 (V1_D008) across generations (D001_RC_D). The reason for this comparative analysis (combined with information from RO1.2.1 analysis relating to amount willing to pay for admission across generations) was to explore if there was any relationship between generations' household income (V1_D008) and price willing to pay for admission (V1_Q015).

The descriptive analysis for (RO2.4.1) venue features atmosphere, energy, food specials, sound quality, volume, seating and lighting (V1_Q010_A through V1_Q010_G, respectively) across generations (D001_RC_D) revealed that on a scale from 1-5 (1 = not at all important, 5 = very important) Millennial respondents ranked atmosphere (V1_Q010_A) ($M = 4.1$), sound quality (V1_Q010_D) ($M = 4.3$) and volume (V1_Q010_E) ($M = 4.0$) as the most important venue features when describing the mean scores for each venue feature. Baby Boomers scored sound quality (V1_Q010_D) highest ($M = 4.0$), and Generation X also scored sound quality highest (M

= 4.3). Overall, the lowest scored (least important) venue feature across all generations was food specials (V1_Q010_C) (total $M = 2.8$).

A MANOVA was used to compare the mean scores of independent variables (RO2.4.2), venue features (V1_Q010_A through V1_Q010_G) across conditions and test interactions among dependent variables, generational groups (D001_RC_D). After identifying a significant MANOVA, subsequent ANOVAs were carried out on each of the dependent variables venue features energy (V1_Q010_A through V1_Q010_G). A Bonferonni correction was applied to each of the subsequent ANOVAs to protect against inflated Type I error (Field, 2009). ANOVA results indicated significant interactions between subjects in the variable atmosphere (V1_Q010_A) ($p = .028$, $\eta^2 = .045$, $1 - \beta = .666$) and variable food specials (V1_Q010_C) ($p = .001$, $\eta^2 = .083$, $1 - \beta = .923$) for the effects of venue features on generation (D001_RC_D). Only results for food specials (V1_Q010_C) exceeded the threshold for the power of analysis ($\geq .80$) therefore, significant results were not due to chance or error. Results for energy (V1_Q010_B), sound quality (V1_Q010_D), volume (V1_Q010_E), seating (V1_Q010_F), lighting (V1_Q010_G) did not meet the minimum requirements for power of analysis ($\geq .80$).

The descriptive analysis for (RO2.5.1) the amount willing to pay for admission (V1_Q015) across generations (D001_RC_D) revealed that Millennial respondents most often chose the amount of \$100-\$149 for the highest amount they would be willing to pay for admission to a live music venue or event. This range was followed by the second most often chosen admission price, \$150-\$199 by Millennial respondents. Baby Boomer respondents chose the price range of \$1-\$49, while Generation X respondents most often chose the \$50-\$99 price range for the amount

willing to pay for admission to a live music venue or event. This indicates that Millennials are far more likely to spend higher amounts on tickets for live music venues and events compared to other generations. Meaning, Millennials are the demographic that should be targeted and accommodated by live music venues and events.

A Kruskal-Wallis H test was used for comparison (RO2.5.2) of the dependent variables amount willing to pay for admission (V1_Q015) and independent variable generations (D001_RC_D). Median scores for amount willing to pay for admission (V1_Q015) were statistically significantly different between groups, $\chi^2(3) = 13.003, p = .002$. This post hoc analysis revealed statistically significant differences in amount willing to pay for admission (V1_Q015) scores between Baby Boomers ($Mdn = 3.00$) and Millennials ($Mdn = 3.00$) ($p = .019$) and Baby Boomers and Generation X ($Mdn = 3.00$) ($p = .002$) generational groups, but not between Generation X and Millennials ($Mdn = 1.000$) generational groups. Visual results for 2.5.2 can be found in Appendix --.

Research Question 3 and its objectives were meant to describe and compare the environmental determinants that influence Millennials engagement with contemporary live music venues and events. Mencarelli and Pulh (2006) claim that the venue is an essential catalyst for the interaction of the audiences with all of the amenities of said venue, and affects the audience's interaction with the venue itself and its personnel. Based on quantitative results, a better understanding of which environmental determinants influenced Millennials engagement was formed.

The descriptive analysis for (RO3.1.1) distance willing to travel (V1_Q007) across generational groups (D001_RC_D) revealed that Millennials were most willing to travel 1-2 hours to a live music venue or event, followed by 3-4 hours of travel. The majority of Baby Boomer respondents chose a distance less than 1 hour to travel for a live music venue or event, while Generation X most often chose a distance of 1-2 hours of travel to a live music venue or event. Along with typically choosing to pay more for admission, Millennials are also willing to travel farther compared to other generational groups (Baby Boomers and Generation X) to a live music venue or event. According to Kronenburg (2011), ease of access to a live music venue or event is important; this including location, entrance, waiting areas and overall effective use of space. There were no distance parameters set in this study, but in general Millennials appear to be the most dedicated toward traveling longer distances. This is important for the engagement of Millennials at live music venues and events because since Millennials are often willing to travel further, their experience should be heightened and satisfactory when they do arrive from the venue amenities and more. For future studies, the different type of venues should be further categorized and investigated; including outdoor, indoor, adopted and mobile spaces.

A Mann-Whitney U test (RO3.1.2) was run to determine if there were differences in distance willing to travel (V1_Q007) between generations (D001_RC_D). Population pyramids were created to compare the median scores of each comparison group (Baby Boomers vs. Generation X; Baby Boomers vs. Millennials; Generation X vs. Millennials). Distributions of the distance willing to travel (V1_Q007) for Baby Boomers and Generation X were similar, as assessed by visual inspection. Median distance willing to travel (V1_Q007) score was not statistically significantly different between Baby Boomers ($Mdn = 1.00$; mean rank = 56.66) and Generation

X ($Mdn = 2.00$; mean rank = 63.75), $U = 1576.500$, $z = -1.200$, $p = .230$. Therefore, we retain the null hypothesis. Distributions of the distance willing to travel (V1_Q007) for Baby Boomers and Millennials were similar, as assessed by visual inspection. Distance willing to travel (V1_Q007) scores for Millennials (mean rank = 60.22) were statistically significantly higher than for Baby Boomers (mean rank = 45.62), $U = 969$, $z = -2.067$, $p = .009$. Therefore, we reject the null hypothesis. Distributions of the distance willing to travel (V1_Q007) for Generation X and Millennials were similar, as assessed by visual inspection. Distance willing to travel (V1_Q007) scores for Millennials (mean rank = 64.42) were statistically significantly higher than for Generation X (mean rank = 52.28), $U = 1253.500$, $z = -2.119$, $p = .034$. Therefore, we reject the null hypothesis.

The descriptive analysis for (RO3.2.1) alcohol consumption (V1_Q008) across generations (D001_RC_D) revealed that a majority of Millennial respondents have consumed or would consider consuming alcohol at a live music venue or event. Baby Boomers and Generation X respondents most often agreed they have or would consume alcohol at a live music venue or event, but are represented by smaller margins than the Millennial respondents. A chi-square (χ^2) test of independence was performed for comparative analysis (RO3.2.2) to examine the relation between alcohol consumption (V1_Q008) across generations (D001_RC_D). The relationship between these variables was significant. The results were alcohol consumption (V1_Q008) to generation $\chi^2 (8.174, n = 170) = .017, p < .05$. These results indicate that Millennials are receptive to live music venues and events that serve alcohol or allow alcohol on the premises.

The descriptive analysis for (RO3.3.1) enticing music genre (V1_Q009) across generations (D001_RC_D) revealed that Millennials most often chose Hip Hop/R&B as an enticing genre for a live music venue or event. Millennials also equally chose the 'other' option in the questionnaire and proceeded to input a choice that was not already available to them. Baby Boomers most often responded with Mixed Adult Contemporary as an enticing genre for a live music venue and event, followed by the 'other' option in the questionnaire. Generation X respondents most often chose Mixed Adult Contemporary as an enticing genre for a live music venue and event, followed by the 'other' option the questionnaire. A nonparametric chi-square test (RO3.3.2) was run for comparative analysis, and there were no observed statistically significant relationships between generations (D001_RC_D) and enticing music genres (V1_Q009).

The descriptive analysis for (RO3.4.1) venue features atmosphere (V1_Q010_A), energy (V1_Q010_B), food specials (V1_Q010_C), sound quality (V1_Q010_D), volume (V1_Q010_E), lighting (V1_Q010_G), décor (V1_Q010_H), drink quality (V1_Q010_I), crowd (V1_Q010_L), drink specials (V1_Q010_M), spaciousness (V1_Q010_N), uniqueness (V1_Q010_Q) comfort (V1_Q010_T) and food quality (V1_Q010_U) across generational groups (D001_RC_D) revealed that, on a 1-5 Likert scale (1 = not important at all; 5 = very important), most Millennial respondents scored atmosphere ($M = 4.1$), sound quality ($M = 4.3$) and volume ($M = 4.0$) the highest out of the venue features associated with this research objective. Millennial respondents scored décor ($M = 2.6$), drink specials ($M = 3.2$) and lighting ($M = 3.2$) the lowest among the venue features associated with this research objective. A MANOVA test was run for comparative analysis (RO3.4.2).

After identifying a significant MANOVA, subsequent ANOVAs were carried out on each of the dependent variable venue features. A Bonferonni correction was applied to each of the subsequent ANOVAs to protect against inflated Type I error (Field, 2009). ANOVA results indicated significant interactions between subjects in the variable atmosphere (V1_Q010_A) ($p = .028$, $\eta^2 = .045$, $1 - \beta = .666$), food specials (V1_Q010_C) ($p = .001$, $\eta^2 = .083$, $1 - \beta = .923$), drink quality (V1_Q010_I) ($p = .000$, $\eta^2 = .157$, $1 - \beta = .999$), drink specials (V1_Q010_M) ($p = .000$, $\eta^2 = .140$, $1 - \beta = .996$) and uniqueness (V1_Q010_Q) ($p = .034$, $\eta^2 = .042$, $1 - \beta = .640$) for the effects of venue features on generation (D001_RC_D). However, only results for food specials (V1_Q010_C), drink quality (V1_Q010_I) and drink specials (V1_Q010_M) exceeded the threshold for the power of analysis ($\geq .80$) therefore, significant results for these variables were not due to chance or error. Results for atmosphere (V1_Q010_A), and uniqueness (V1_Q010_Q) did not meet the minimum requirements for power of analysis ($\geq .80$). For a future study, it would be ideal to collect more data only for Millennial respondents since several of the variables did not exceed the threshold for power of analysis. Otherwise, these results may have supported the claim by Behr, Brennan, & Cloonan (2014) that the physical and listening environmental aspects were valued by audience members at live music venues and events.

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APPENDIX A

Data Collection Methods for the Larger Study

Distribution of the questionnaires was coordinated as a group effort among all student researchers. In preparation for distribution, questionnaires were sorted into numeric order, version one through six and placed in bins after packaging, each designated for a specific distribution location and method of delivery. The Julian date (day of the year 001 to 365), zip code and sample number were recorded on the back cover of each questionnaire for better organization as packets were put together. The packaging of questionnaires included a cover letter (hand-signed by student researchers) and information sheet, all placed in a plastic, door-hanging bag.

Population and Sample of the Larger Study

The nature of the larger study was to test questionnaire distribution methods, thus multiple methods were used and adjusted after each distribution in order to increase overall efficiency. A multi-stage, stratified random sampling method describes the overall trend of our distribution. For the live music study, I would consider the distribution method as a convenience sample because we were operating within a larger study and taking courses through the domestic study away program, and used these locations/methods for the ease of accessibility. The locations selected for data collection each had a large metropolitan and suburban population, along with a small rural population. Again, the locations selected were: Denver, CO; San Diego, CA; San Francisco, CA; Fresno, CA; Houston, TX; Dallas, TX; and College Station, TX. The diversity of populations within these locations allow for the use of stratified sampling.

Using the MELISSA generator, a database system that can be used for geographical coding, project leaders randomly selected zip codes within each area. Then, streets within the randomly chosen zip codes were also put into a randomizer. Starting at the top of the randomized street list, each street was visually scrutinized using the street view of Google Maps for safety reasons since some questionnaires would be delivered door-to-door. Other factors such as whether the street was in a commercial or industrial area, or were mostly multifamily dwellings, came into account when choosing streets. If any issues appeared on a particular street, the next one on the list was chosen instead. After completion of visual inspection and planning foot-routes for data collection in each zip code, maps were distributed to each plastic bin housing the packaged surveys. Streets were highlighted and each map was color-coded according to method of distribution and zip code. There were instances when distribution teams ran out of participating homes in an area, therefore traveled to a nearby neighborhood still inside the specified zip code.

There were several unanticipated problems encountered along the way in various locations, so at times the distribution was relocated to nearby areas for safety purposes and better response rate. Some issues that surfaced include, but are not limited to: unoccupied homes, gated communities and unsafe neighborhoods, regardless of previous visual inspection.

Data Collection Methods for the Larger Study; DOMB, DOPU and USPS

In this larger study, methods of data collection were adjusted over time because the aim was to test and sharpen survey methods. In this section each method, any adjustments made, procedures and the locations they were implemented will be described. Methods include drop-off-mail-back

(DOMB), drop-off-pick-up (DOPU) and USPS (United States Postal Service). During data collection, picture IDs were worn visibly by team members with their names, student ID number (UIN), university name and specific affiliation.

DOMB Denver

The DOMB method was used to collect data in Denver, CO. Student researchers were divided into groups of four or five, being led by a designated group leader. Responsibilities among the group members included: all members taking observational notes about the distribution areas (which after distribution was complete were revisited and discussed among group members, and later the entire domestic study away group), recording whether contact with a resident was made or not, their response, and documenting homes and their neighborhoods via photo. A script was provided for each distribution team describing what to say in scenarios if contact with a resident was made [provide script in appendix?]. If a resident opted not to participate in the study, we did not leave a questionnaire with them. However, if there was no contact made with a resident, a preassembled questionnaire, cover letter and brochure would still be left hanging on the front door, including instructions for the resident. At this point, distribution teams were given 700 pre-packaged questionnaires in bins to hand out, transporting them by wagon until all questionnaires were given out.

Limitations

If the resident did not appear to be home or did not answer, the packaged questionnaire, cover letter and brochure were left hanging on the front door. Because of these types of occurrences,

social exchange theory was not successfully implemented due to the lack of face-to-face contact with the resident.

DOPU San Francisco/Fresno

For the drop-off-pick up method (DOPU) used in San Francisco, CA, and Fresno, CA, student researchers returned to participating residents at a specified, later date to retrieve completed questionnaires. When speaking with a resident, distribution team members communicated that a student researcher would return at a specific time and date to pick up the completed questionnaire. In addition, residents were also told to leave the completed questionnaire in the bag provided hanging on their front door. This allowed for a more convenient and less intrusive process of return for the resident.

If the resident agreed to participate, a questionnaire was left with them to complete within three days. This was noted in the cover letter as a reminder to those who completed the questionnaire or did not receive information from direct contact with a student researcher. In other words, the student researcher was unable to make face-to-face contact with the resident before, and left the questionnaire package hanging on their front door. After that time had passed, we returned to retrieve the completed questionnaire as iterated to the resident beforehand. If the questionnaire was hanging on the front door as instructed, a distribution team member would retrieve the questionnaire without disturbing the resident. If the questionnaire was not hanging on the door, a distribution team member would knock on the resident's door. This was an attempt at secondary contact and opportunity to retrieve the completed questionnaire.

As with DOMB in Denver, all members took observational and reflective notes about the distribution areas, interaction with residents and strategies. These items were revisited and discussed among group members, and later the entire domestic study away group. Team leaders recorded whether contact with a resident was made or not, their response, and this time only took pictures of streets for later reflection. Team leaders also consolidated their entire distribution team's reflections in their personal Red 'n Black notebook. A script was provided for each distribution team describing what to say in scenarios if contact with a resident was made.

Post drop-off, student researchers would total the number of houses visited, face-to-face contact made and total accepted questionnaires. At the end of each pick-up day, each group consolidated their total number of questionnaires completed. As questionnaires were gathered, a team member confirmed a zip code, sample and specific street name were noted on the questionnaire. In further discussion, student researchers would note why questionnaires had not been retrieved (e.g., no face-to-face contact, resident not home, misplaced questionnaire or claim that the resident did not receive a questionnaire).

Limitations

The drop-off procedure for questionnaires took up to 10 hours for each distribution team and the same time frame applied to pick-up, also. This method of data collection proved to be time-consuming. It was also difficult to know if a resident had actually received a questionnaire in instances where no face-to-face contact had been made, and the packaged questionnaire was only left hanging on their front door. During pick-up there were also residents who team members had made contact with, but who claimed they never spoke with a student researcher or they didn't

received a questionnaire at all. After this round of DOPU, it was agreed upon that leaving questionnaires on residents' doors with no face-to-face contact yielded deficient results.

DOPU San Diego

During this phase of data collection, our methods were adjusted for more efficient uses of our resources. Surveys, brochures and cover letters were not packaged in the plastic, door-hanging bags but instead kept separate to cut down on assembly time. While distributing, the questionnaires and other materials (brochure, cover letter and door-hanging bag) were only given to those resident's whom a distribution team member made contact with and agreed to participate. Also, during assembly questionnaires remained organized in a manner that guaranteed the same randomization as before.

The distribution teams sent to each zip code remained the same as before. Instead of allowing three days to pass before picking up the questionnaires, teams notified residents that a representative would be back sometime later that same day to retrieve the completed questionnaire. This seemed to yield a higher completion rate because the questionnaire was fresh in the residents mind and were now under time constraints for completion.

Instead of noting data collection information in Red 'n Black notebooks, group leaders were given premade forms to fill in information as questionnaires were dropped off and picked up. On these forms were places to record house numbers, contact (made or not made) and participation (agree or disagree). This allowed for easier pick-up because teams did not approach residents who were not originally contacted or that disagreed to participate. If a questionnaire was left

hanging outside as instructed, it would be marked as received. If a questionnaire was not outside, a team member would attempt secondary contact to retrieve the questionnaire. If a team member failed to make secondary contact, it was noted on the data collection form that no secondary contact could be made. Red 'n Black notebooks were still used for individual and team observation and reflection notes.

After drop-off, the totals of homes visited, contact (made or not made), and participation (agree or disagree) were calculated for each distribution group and then merged together. The number of complete and incomplete questionnaires was then totaled, and teams also noted reasons why they were incomplete.

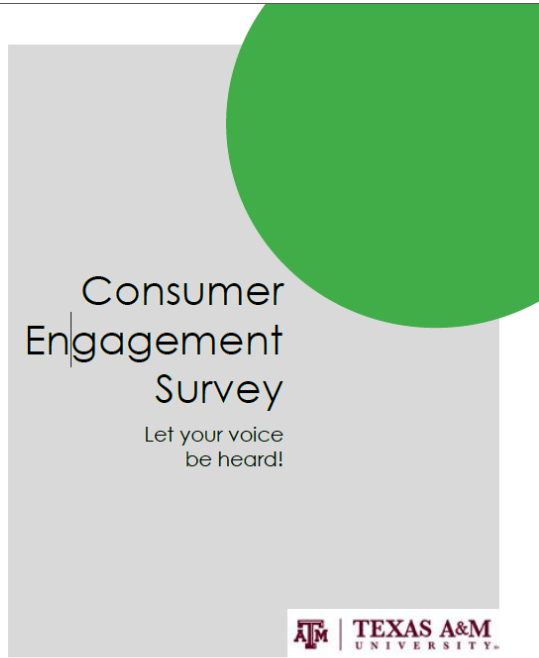
For the initial DOPU in San Francisco and Fresno, each distribution team delivered 700 questionnaires to homes whether a resident was contacted or not. In San Diego, questionnaires were left only with residents that distribution teams made contact with and who agreed to participate. Through these means, distribution teams were only able to give out 100 questionnaires in a day. This is a significant change from 700 to 100 questionnaires, however, the number of questionnaires returned remained the same and the response rate was higher.

Limitations

This method of data collection decreased the number of questionnaires given out because they were only left with residents teams had made contact with. There were many homes where contact could not be made.

APPENDIX B

Sample survey



Questions?

Your input is very valuable to us. Be assured that we will not share any of your information, as confidentiality is very important to us. Remember this survey is completely optional.

If you have any questions regarding this project please contact us at:

Digital Media Research & Development
267 AGLS
600 John Kimbrough Blvd.
College Station, TX 77843-2116

Deanna Bosse
Project Lead
deannabosse@tamu.edu
(979) 458-7990

Thank you for your input!

We appreciate the time you took to answer our survey. Your input is very valuable to us. Be assured that we will not share any of your information, as confidentiality is very important to us.

If you have any further questions regarding this project please contact us at:

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APPENDIX C

Drop-off Pick-up Researcher Script

DOPU Researcher Script

Hi, my name is *(insert name)*, and I am a student at Texas A&M University. Your neighborhood has been randomly selected to receive our consumer engagement survey. This survey is completely optional, but your participation will help graduate and undergraduate research projects.

(hand the resident the packet)

In this packet there is a survey, a brochure explaining more about the project, and a letter that tells you who you can contact if you have any questions.

Option 1: We will be back by on *(specific date and time)* to pick you survey up. If you will please complete it and place it back in the plastic bag and hang it on your door, we will pick it up. Do you feel this is something you will be able to complete for us?

If yes: *(hand the resident the packet)*

If no: *(thank resident for their time and leave)*

Option 2: This is very easy to participate. All you have to do is fill out the survey and place it in the pre-paid envelope in your bag and drop it in any USPS location or in your mailbox. Do you feel this is something you will be able to complete for us?

If yes: *(hand the resident the packet)*

If no: *(thank resident for their time and leave)*

If researcher is uncomfortable and/or has questions they do not know the answer to, the lead researcher (group leader) should be consulted with. |

APPENDIX D

Version 1 Data Coding Sheet Page 1

QUANTITATIVE DATA CODING SHEET				
CAITLIN CURBELLO – MILLENNIAL ENGAGEMENT WITHIN LIVE MUSIC CULTURE				
Variable	Description (Label)	Type	Coding	Item
V1_Q001	Have you been to a live music event or venue? [V1_Q21]	Nominal	1 = Yes; 2 = No	V1_Q001
V1_Q002	If yes, how many times have you been to a live music venue or event? [V1_Q22]	Nominal	1 = 1 - 4; 2 = 5 - 9; 3 = 10 - 14; 4 = 15 or more	V1_Q002
V1_Q003	How would you prefer to attend a live music venue or event? [V1_Q23]	Nominal	1 = alone; 2 = with a group; 3 = either; 4 = not at all	V1_Q003
V1_Q004	How did you hear about the live music venue or event(s)? [V1_Q24]	Nominal		V1_Q004
V1_Q004_A	How did you hear about the live music venue or event(s)? Social Media [V1_Q24_A]	Nominal	1 = Yes; 2 = No	V1_Q004_1
V1_Q004_B	How did you hear about the live music venue or event(s)? Website (for specific venue, band, Ticketmaster.com, etc.) [V1_Q24_B]	Nominal	1 = Yes; 2 = No	V1_Q004_2
V1_Q004_C	How did you hear about the live music venue or event(s)? Friend/Family Member [V1_Q24_C]	Nominal	1 = Yes; 2 = No	V1_Q004_3
V1_Q004_D	How did you hear about the live music venue or event(s)? Flier/Print Advertisement [V1_Q24_D]	Nominal	1 = Yes; 2 = No	V1_Q004_4
V1_Q004_E	How did you hear about the live music venue or event(s)? Radio [V1_Q24_E]	Nominal	1 = Yes; 2 = No	V1_Q004_5
V1_Q004_F	How did you hear about the live music venue or event(s)? Television [V1_Q24_F]	Nominal	1 = Yes; 2 = No	V1_Q004_6
V1_Q004_G	How did you hear about the live music venue or event(s)? Other [V1_Q24_G]	Nominal	1 = Yes; 2 = No	V1_Q004_7
V1_Q004_G_TEXT	How did you hear about the live music venue or event(s)? Other [V1_Q24_H]	String		V1_Q004_7_TEXT



Version 1 Data Coding Sheet Page 2

QUANTITATIVE DATA CODING SHEET				
CAITLIN CURBELLO – MILLENNIAL ENGAGEMENT WITHIN LIVE MUSIC CULTURE				
V1_Q005	How would you rate your experience(s) at live music venues and events overall? [V1_Q25]	Scale	1 = Not at all satisfied; 2 = 2; 3 = 3; 4 = 4; 5 = Very Satisfied	V1_Q005
V1_Q006	Which statement(s) would you agree with? (Please select all that apply) [V1_Q26]	Nominal	1 = "I come to find new music"; 2 = "I come for the people and the party!"; 3 = "It's just something to do."; 4 = "I would follow this band anywhere!"	V1_Q006
V1_Q006_A	Which statement(s) would you agree with? "I come to find new music." [V1_Q26_A]	Nominal	1 = Yes; 2 = No	V1_Q006
V1_Q006_B	Which statement(s) would you agree with? "I come for the people and the party!" [V1_Q26_B]	Nominal	1 = Yes; 2 = No	V1_Q006
V1_Q006_C	Which statement(s) would you agree with? "It's just something to do." [V1_Q26_C]	Nominal	1 = Yes; 2 = No	V1_Q006
V1_Q006_D	Which statement(s) would you agree with? "I would follow this band anywhere!" [V1_Q26_D]	Nominal	1 = Yes; 2 = No	V1_Q006
V1_Q007	How far would you be willing to travel to attend a live music venue or event? [V1_Q27]	Ordinal	1 = Less than an hour; 2 = 1–2 hours; 3 = 3–4 hours; 4 = 5–9; 5 = 10–14 hours; 6 = 15 hours or more	V1_Q007
V1_Q008	Would you or have you consumed alcohol at a live music venue or event? [V1_Q28]	Nominal	1 = Yes; 2 = No	V1_Q008
V1_Q009	What genre of music would most likely entice you to attend a live music venue or event? (Please select all that apply) [V1_Q29]	Nominal	1 = Country; 2 = Hip Hop/R&B; 3 = Mix/Adult Contemporary; 4 = Rap/Urban; 5 = Rock; 6 = Christian; 7 = Reggae; 8 = Folk; 9 = Other	V1_Q009
V1_Q009_A	What genre of music would most likely entice you to attend a live music venue or event? Country [V1_Q29_A]	Nominal	1 = Yes; 2 = No	V1_Q009
V1_Q009_B	What genre of music would most likely entice you to attend a live music venue or event? Hip Hop/R&B [V1_Q29_B]	Nominal	1 = Yes; 2 = No	V1_Q009



Version 1 Data Coding Sheet Page 3

QUANTITATIVE DATA CODING SHEET				
CAITLIN CURBELLO – MILLENNIAL ENGAGEMENT WITHIN LIVE MUSIC CULTURE				
V1_Q009_C	What genre of music would most likely entice you to attend a live music venue or event? Mix/Adult Contemporary [V1_Q29_C]	Nominal	1 = Yes; 2 = No	V1_Q009
V1_Q009_D	What genre of music would most likely entice you to attend a live music venue or event? Rap/Urban [V1_Q29_D]	Nominal	1 = Yes; 2 = No	V1_Q009
V1_Q009_E	What genre of music would most likely entice you to attend a live music venue or event? Rock [V1_Q29_E]	Nominal	1 = Yes; 2 = No	V1_Q009
V1_Q009_F	What genre of music would most likely entice you to attend a live music venue or event? Christian [V1_Q29_F]	Nominal	1 = Yes; 2 = No	V1_Q009
V1_Q009_G	What genre of music would most likely entice you to attend a live music venue or event? Reggae [V1_Q29_G]	Nominal	1 = Yes; 2 = No	V1_Q009
V1_Q009_H	What genre of music would most likely entice you to attend a live music venue or event? Folk [V1_Q29_H]	Nominal	1 = Yes; 2 = No	V1_Q009
V1_Q009_I	What genre of music would most likely entice you to attend a live music venue or event? Other [V1_Q29_I]	Nominal	1 = Yes; 2 = No	V1_Q009
V1_Q009_I_TEXT	What genre of music would most likely entice you to attend a live music venue or event? Other [V1_Q29_J]	String		V1_Q009
V1_Q010	What are the most important features of a live music venue or event to you? [V1_Q37]	Scale	1 = Atmosphere; 2 = Energy; 3 = Food Specials; 4 = Sound Quality; 5 = Volume; 6 = Seating; 7 = Lighting; 8 = Decor; 9 = Drink quality; 10 = Smoking area; 11 = Non-smoking area; 12 = Crowd; 13 = Drink specials; 14 = Spaciousness; 15 = Historical significance; 16 =	V1_Q010



Version 1 Data Coding Sheet Page 4

QUANTITATIVE DATA CODING SHEET
CAITLIN CURBELLO – MILLENNIAL ENGAGEMENT WITHIN LIVE MUSIC CULTURE

			Cleanliness; 17 = Uniqueness; 18 = Safety; 19 = Merchandise; 20 = Comfort; 21 = Food quality	
V1_Q010_A	What are the most important features of a live music venue or event to you? Atmosphere [V1_Q37_A]	Scale	1 = Not at all important; 2 = 2; 3 = 3; 4 = 4; 5 = Very important	V1_Q010
V1_Q010_B	What are the most important features of a live music venue or event to you? Energy [V1_Q37_B]	Scale	1 = Not at all important; 2 = 2; 3 = 3; 4 = 4; 5 = Very important	V1_Q010
V1_Q010_C	What are the most important features of a live music venue or event to you? Food specials [V1_Q37_C]	Scale	1 = Not at all important; 2 = 2; 3 = 3; 4 = 4; 5 = Very important	V1_Q010
V1_Q010_D	What are the most important features of a live music venue or event to you? Sound Quality [V1_Q37_D]	Scale	1 = Not at all important; 2 = 2; 3 = 3; 4 = 4; 5 = Very important	V1_Q010
V1_Q010_E	What are the most important features of a live music venue or event to you? Volume [V1_Q37_E]	Scale	1 = Not at all important; 2 = 2; 3 = 3; 4 = 4; 5 = Very important	V1_Q010
V1_Q010_F	What are the most important features of a live music venue or event to you? Seating [V1_Q37_F]	Scale	1 = Not at all important; 2 = 2; 3 = 3; 4 = 4; 5 = Very important	V1_Q010
V1_Q010_G	What are the most important features of a live music venue or event to you? Lighting [V1_Q37_G]	Scale	1 = Not at all important; 2 = 2; 3 = 3; 4 = 4; 5 = Very important	V1_Q010
V1_Q010_H	What are the most important features of a live music venue or event to you? Décor [V1_Q37_H]	Scale	1 = Not at all important; 2 = 2; 3 = 3; 4 = 4; 5 = Very important	V1_Q010
V1_Q010_I	What are the most important features of a live music venue or event to you? Drink quality [V1_Q37_I]	Scale	1 = Not at all important; 2 = 2; 3 = 3; 4 = 4; 5 = Very important	V1_Q010



Version 1 Data Coding Sheet Page 5

QUANTITATIVE DATA CODING SHEET				
CAITLIN CURBELLO – MILLENNIAL ENGAGEMENT WITHIN LIVE MUSIC CULTURE				
V1_Q010_J	What are the most important features of a live music venue or event to you? Smoking area [V1_Q37_J]	Scale	1 = Not at all important; 2 = 2; 3 = 3; 4 = 4; 5 = Very important	V1_Q010
V1_Q010_K	What are the most important features of a live music venue or event to you? Non-smoking area [V1_Q37_K]	Scale	1 = Not at all important; 2 = 2; 3 = 3; 4 = 4; 5 = Very important	V1_Q010
V1_Q010_L	What are the most important features of a live music venue or event to you? Crowd [V1_Q37_L]	Scale	1 = Not at all important; 2 = 2; 3 = 3; 4 = 4; 5 = Very important	V1_Q010
V1_Q010_M	What are the most important features of a live music venue or event to you? Drink specials [V1_Q37_M]	Scale	1 = Not at all important; 2 = 2; 3 = 3; 4 = 4; 5 = Very important	V1_Q010
V1_Q010_N	What are the most important features of a live music venue or event to you? Spaciousness [V1_Q37_N]	Scale	1 = Not at all important; 2 = 2; 3 = 3; 4 = 4; 5 = Very important	V1_Q010
V1_Q010_O	What are the most important features of a live music venue or event to you? Historical significance [V1_Q37_O]	Scale	1 = Not at all important; 2 = 2; 3 = 3; 4 = 4; 5 = Very important	V1_Q010
V1_Q010_P	What are the most important features of a live music venue or event to you? Cleanliness [V1_Q37_P]	Scale	1 = Not at all important; 2 = 2; 3 = 3; 4 = 4; 5 = Very important	V1_Q010
V1_Q010_Q	What are the most important features of a live music venue or event to you? Uniqueness [V1_Q37_Q]	Scale	1 = Not at all important; 2 = 2; 3 = 3; 4 = 4; 5 = Very important	V1_Q010
V1_Q010_R	What are the most important features of a live music venue or event to you? Safety [V1_Q37_R]	Scale	1 = Not at all important; 2 = 2; 3 = 3; 4 = 4; 5 = Very important	V1_Q010
V1_Q010_S	What are the most important features of a live music venue or event to you? Merchandise [V1_Q37_S]	Scale	1 = Not at all important; 2 = 2; 3 = 3; 4 = 4; 5 = Very important	V1_Q010



Version 1 Data Coding Sheet Page 6

QUANTITATIVE DATA CODING SHEET				
CAITLIN CURBELLO – MILLENNIAL ENGAGEMENT WITHIN LIVE MUSIC CULTURE				
V1_Q010_T	What are the most important features of a live music venue or event to you? Comfort [V1_Q37_T]	Scale	1 = Not at all important; 2 = 2; 3 = 3; 4 = 4; 5 = Very important	V1_Q010
V1_Q010_U	What are the most important features of a live music venue or event to you? Food quality [V1_Q37_U]	Scale	1 = Not at all important; 2 = 2; 3 = 3; 4 = 4; 5 = Very important	V1_Q010
V1_Q013	How likely are you to attend a future live music venue or event? [V1_Q38]	Scale	1 = Not at all likely; 2 = 2; 3 = 3; 4 = 4; 5 = Very likely	V1_Q013
V1_Q014_TEXT	At what age did you first attend a live music venue or event? [V1_Q39]	String	(NN)	V1_Q014
V1_Q015	What is the most you would be willing to pay for admission/tickets to a live music venue or event? [V1_Q40]	Scale	1 = \$0; 2 = \$1 - \$49; 3 = \$50 - \$99; 4 = \$100 - \$149; 5 = \$150 - \$199; 6 = \$200 or more	V1_Q015
V1_Q015_A	What is the most you would be willing to pay for admission/tickets to a live music venue or event? \$0 [V1_Q40_A]	Nominal	1 = Yes	V1_Q015
V1_Q015_B	What is the most you would be willing to pay for admission/tickets to a live music venue or event? \$1-\$49 [V1_Q40_B]	Nominal	1 = Yes	V1_Q015
V1_Q015_C	What is the most you would be willing to pay for admission/tickets to a live music venue or event? \$50-\$99 [V1_Q40_C]	Nominal	1 = Yes	V1_Q015
V1_Q015_D	What is the most you would be willing to pay for admission/tickets to a live music venue or event? \$100-\$149 [V1_Q40_D]	Nominal	1 = Yes	V1_Q015
V1_Q015_E	What is the most you would be willing to pay for admission/tickets to a live music venue or event? \$150-\$199 [V1_Q40_E]	Nominal	1 = Yes	V1_Q015
V1_Q015_F	What is the most you would be willing to pay for admission/tickets to a live music venue or event? \$200 or more [V1_Q40_F]	Nominal	1 = Yes	V1_Q015



Version 1 Data Coding Sheet Page 7

QUANTITATIVE DATA CODING SHEET
 CAITLIN CURBELLO – MILLENNIAL ENGAGEMENT WITHIN LIVE MUSIC CULTURE

D001_RC_D	Curbello Truncated Generation (Baby Boomers, Generation X, Millennials – exclude others)		1 = 1945-1960: Baby Boomer; 2 = 1961-1979: Generation X; 3 = 1980-1995: Millennial	D001_RC_B into D001_RC_D
D001_RC_E	Respondent Age	Scale		
VA_D002	Sex	Nominal	1 = Male; 2 = Female	VA_D002
VA_D008	Household Income	Nominal	1 = <\$30,000; 2 = \$30,000 - \$49,999; 3 = \$50,000 - \$99,999; 4 = \$100,000 - \$249,999; 5 = >\$250,000	VA_D008

APPENDIX E



Your household was randomly selected to participate in a consumer engagement survey. As you've probably heard in the news lately, market research is incredibly valuable to our economy and to the success of many industries. This summer, our research team, from Texas A&M University, is traveling across the Western U.S. conducting this important market research.

In this bag, there is one consumer engagement survey. We ask that you please take approximately 15 to 20 minutes to complete the survey. Other than your time, there is NO cost to you and your participation is completely voluntary. However, your participation is very valuable and enables undergraduate and graduate students at Texas A&M University to engage in research that contributes to solving real-world problems.

How does this work?

We will only be in your area for three days. We have left you a consumer engagement survey with you today, along with more information regarding the study. After you complete the survey, please place it in the clear bag and hang it on your door. One of the student researchers will stop by your home to pick up your completed survey **Sunday, July 6, 2014** during the **between 12:00 p.m. and 4:00 p.m.**

We truly value your participation and trust. Thank you for being an anonymous voice of consumer research.

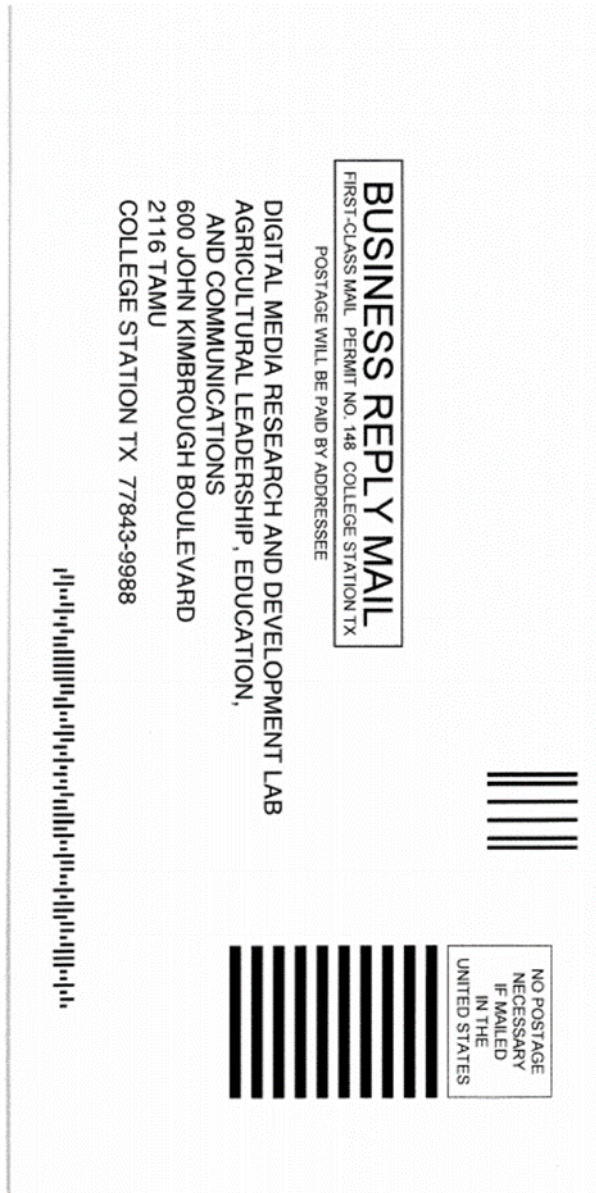
APPENDIX F

USPS Envelope Received by Respondents



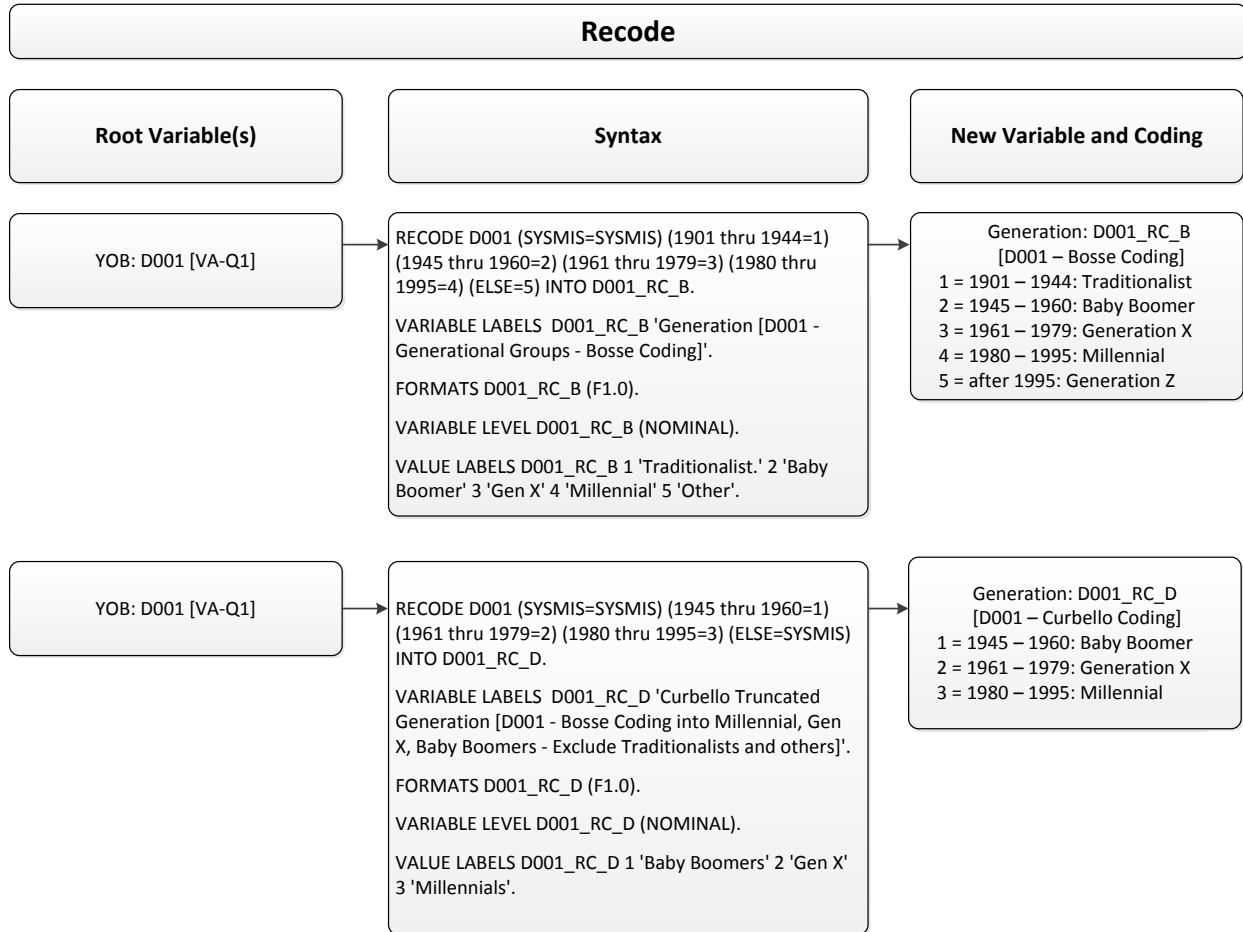
APPENDIX G

Drop-off Mail-back Envelope Received by Respondents

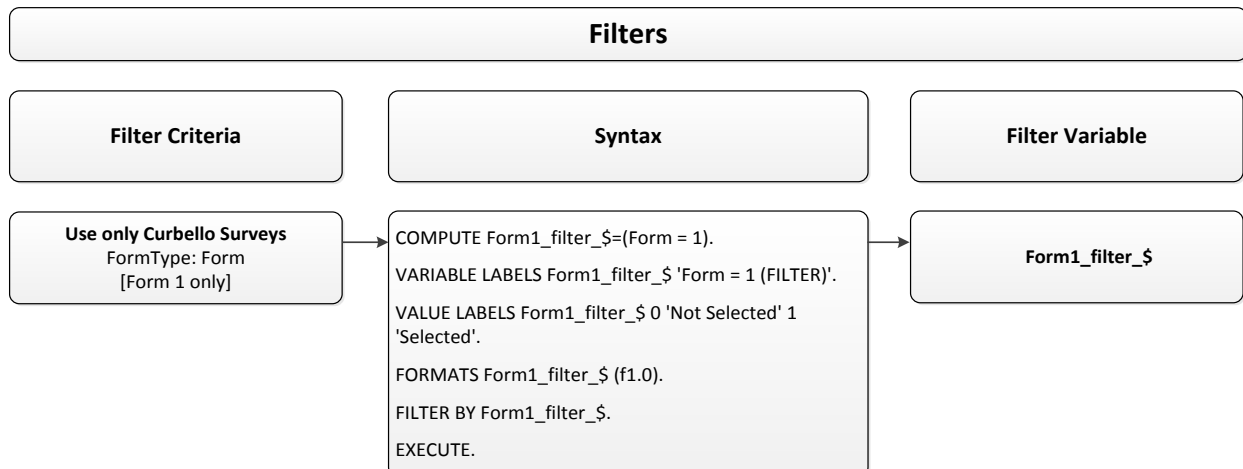
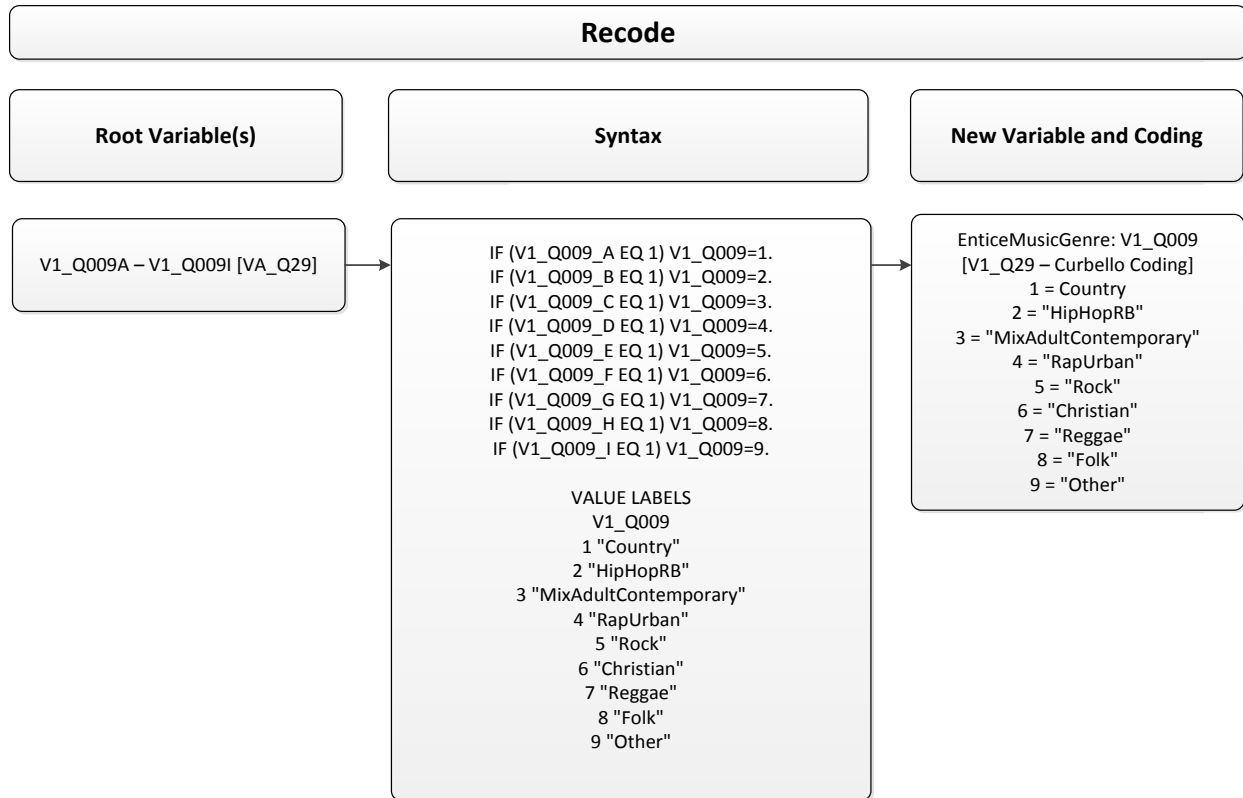


APPENDIX H

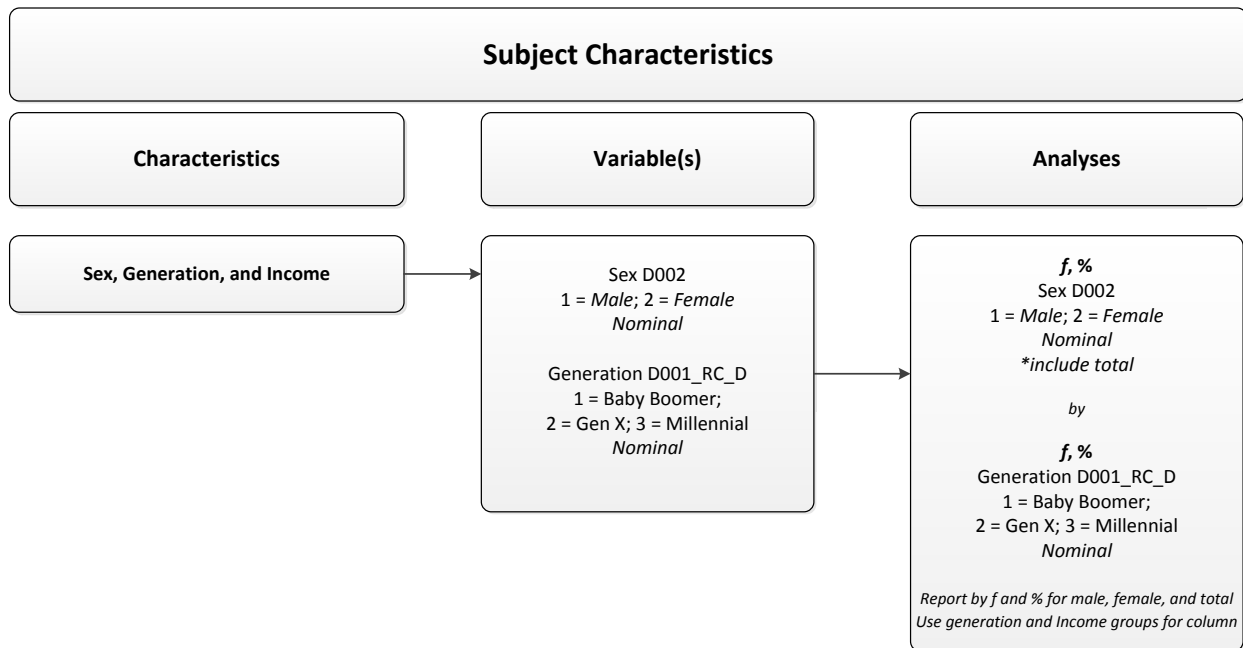
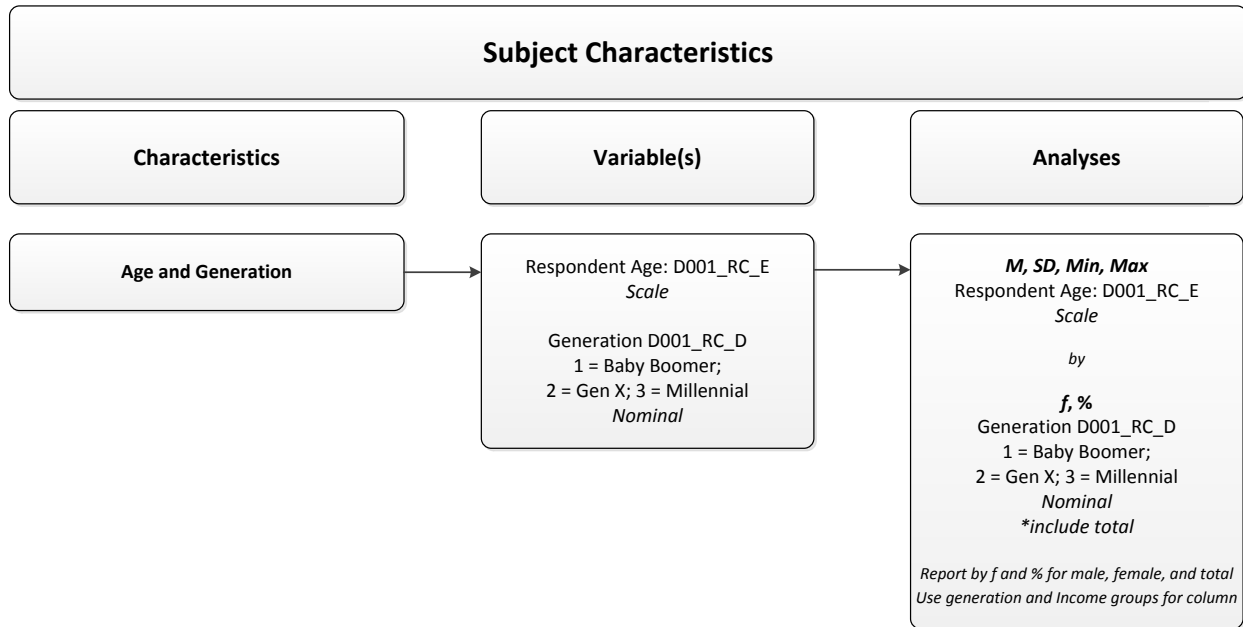
Visio Diagrams for Data Analysis continued



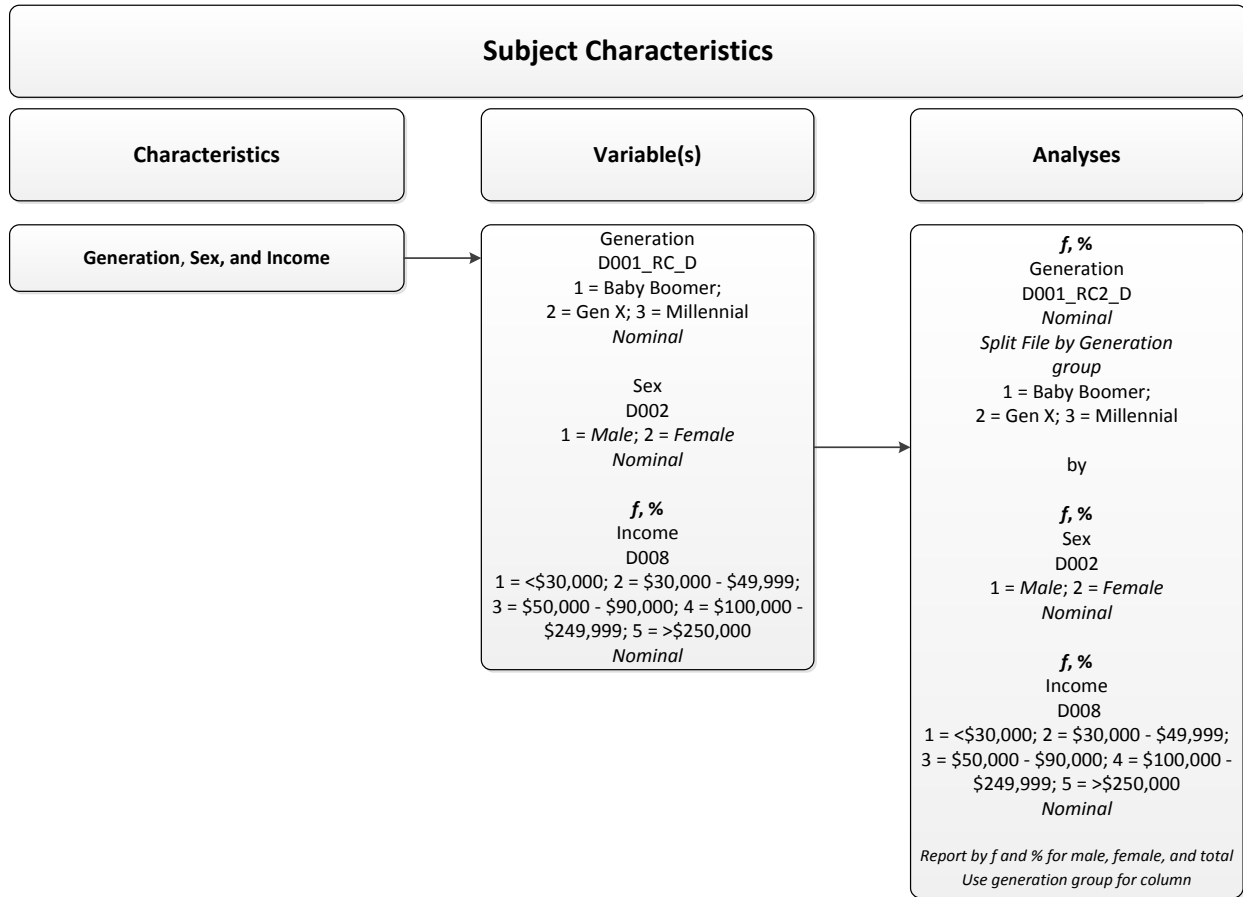
Visio Diagrams for Data Analysis continued



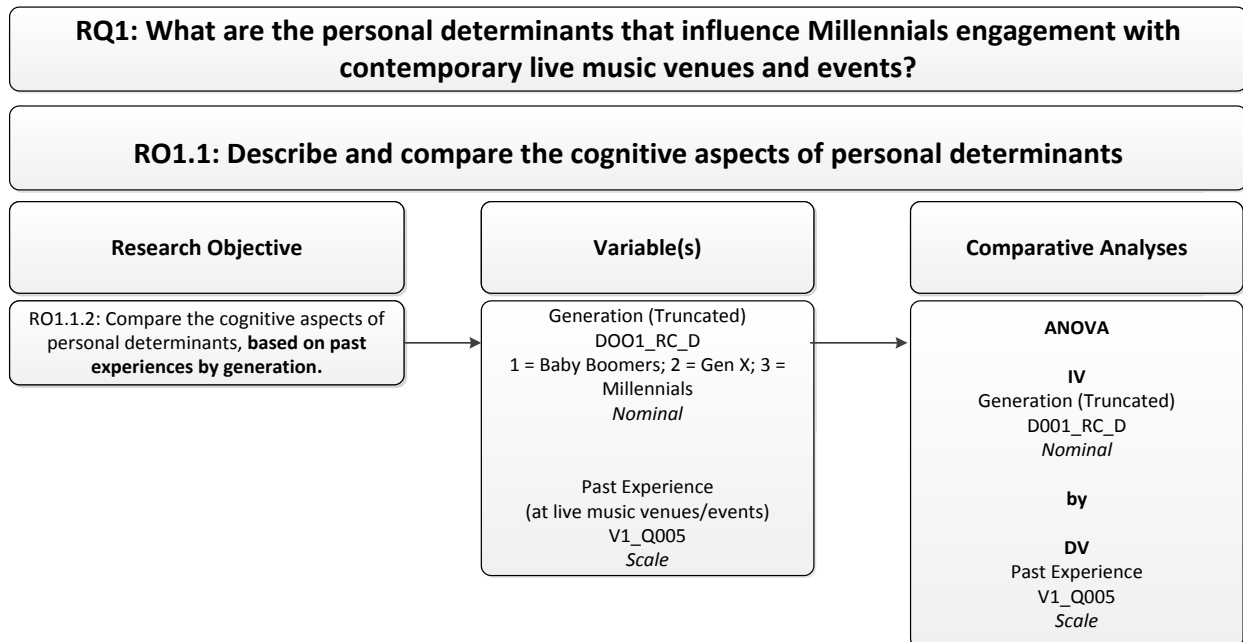
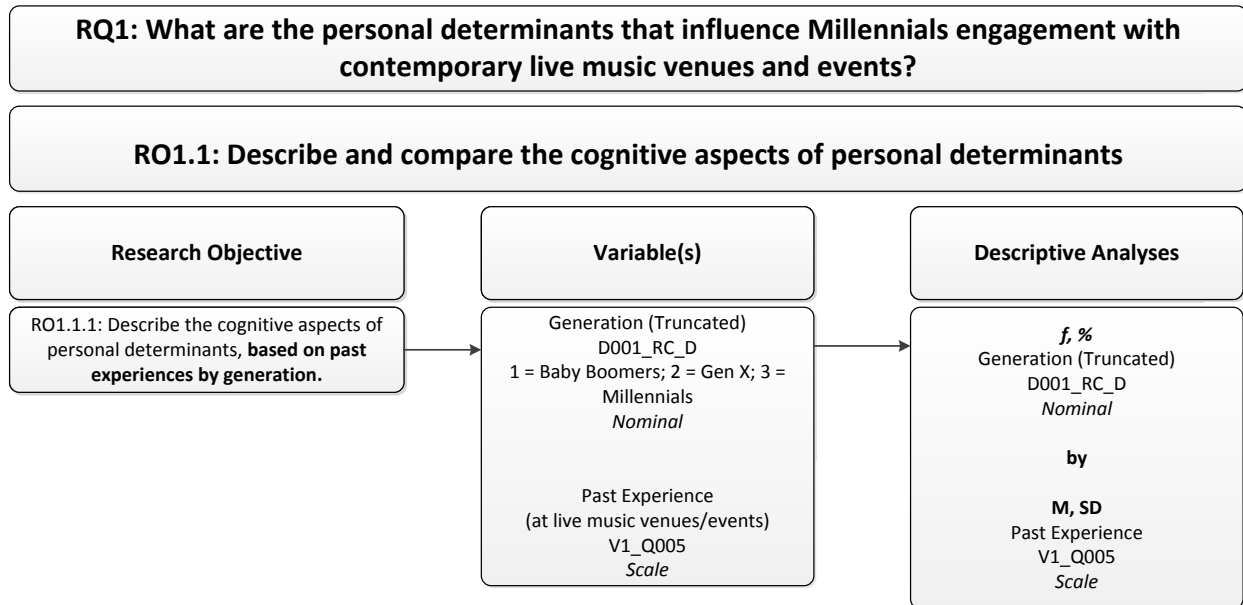
Visio Diagrams for Data Analysis continued



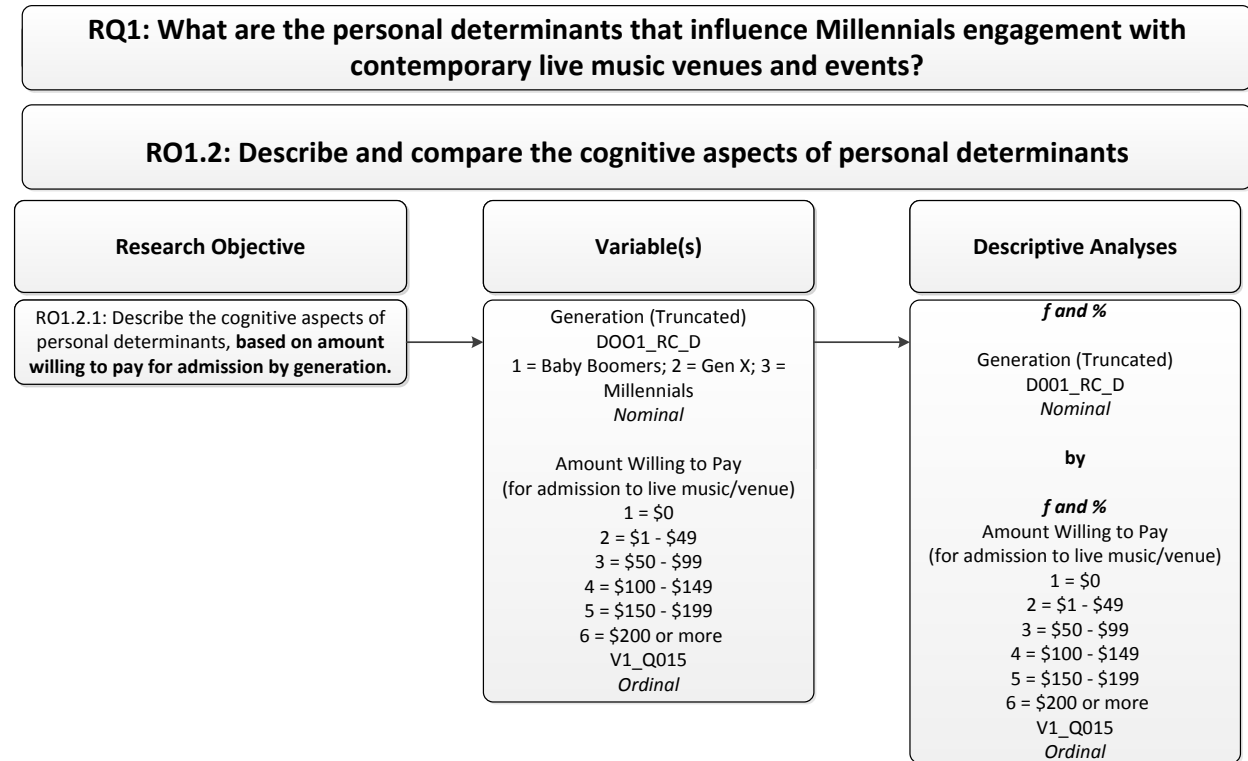
Visio Diagrams for Data Analysis continued



Visio Diagrams for Data Analysis continued



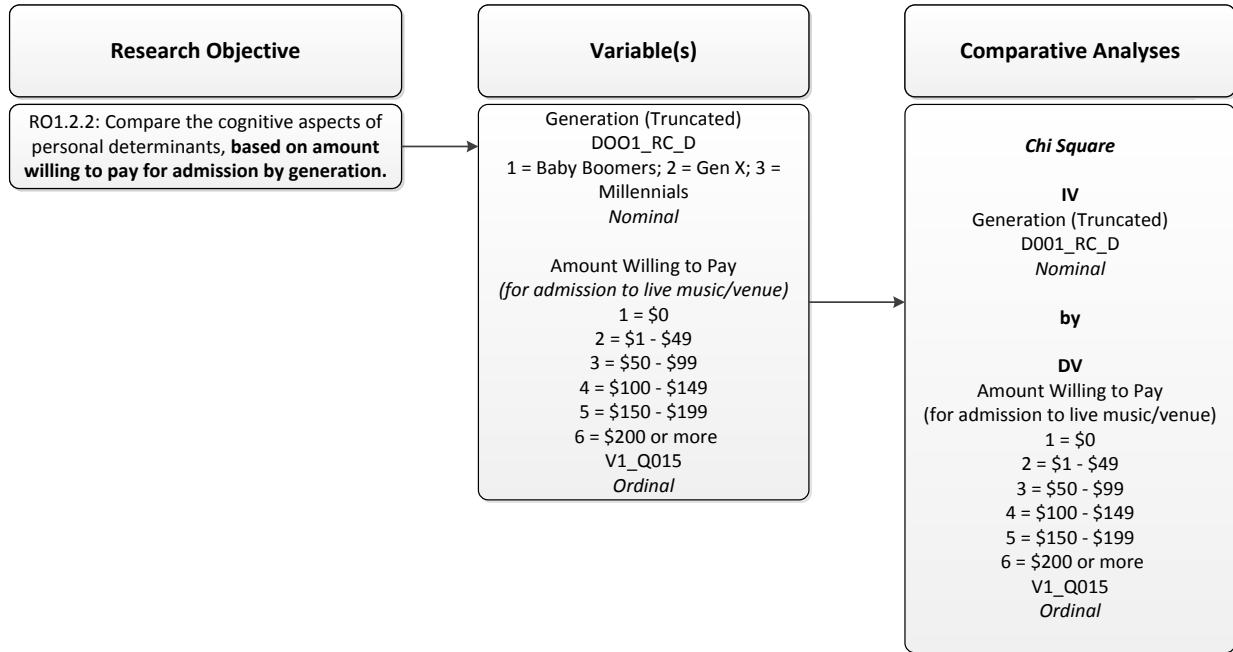
Visio Diagrams for Data Analysis continued



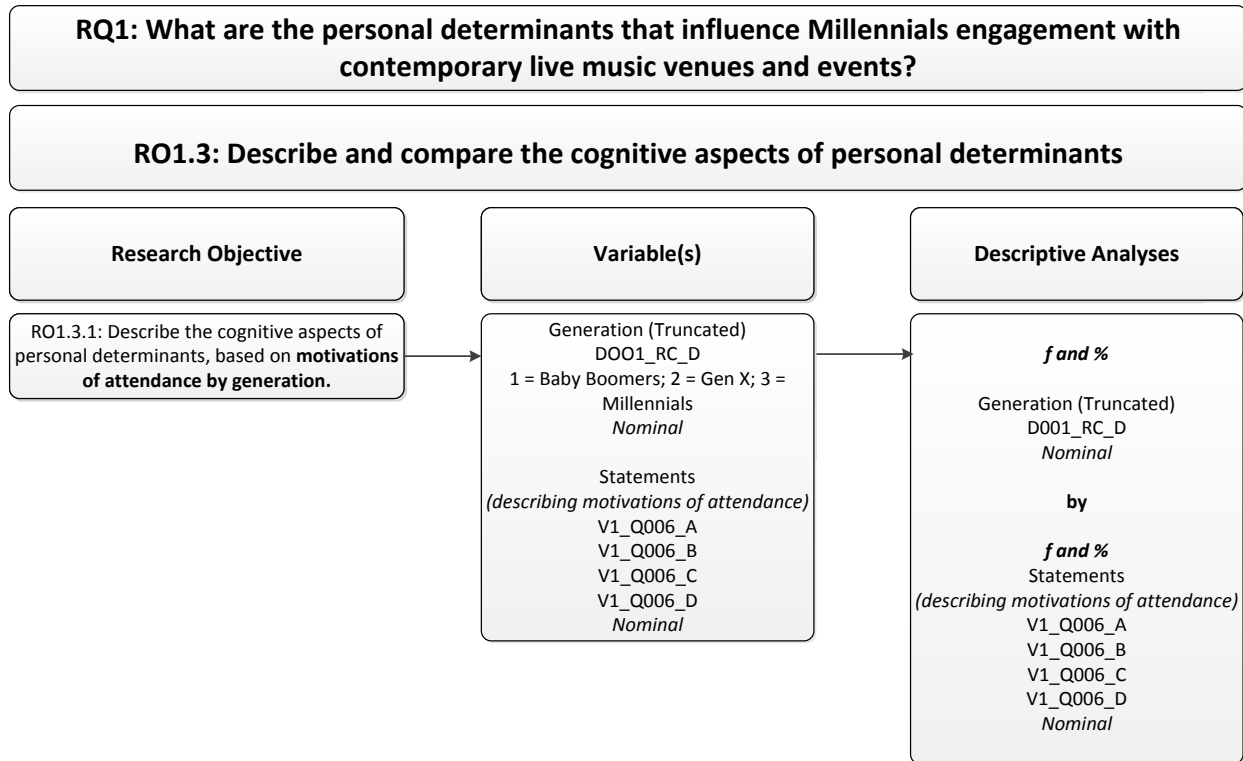
Visio Diagrams for Data Analysis continued

RQ1: What are the personal determinants that influence Millennials engagement with contemporary live music venues and events?

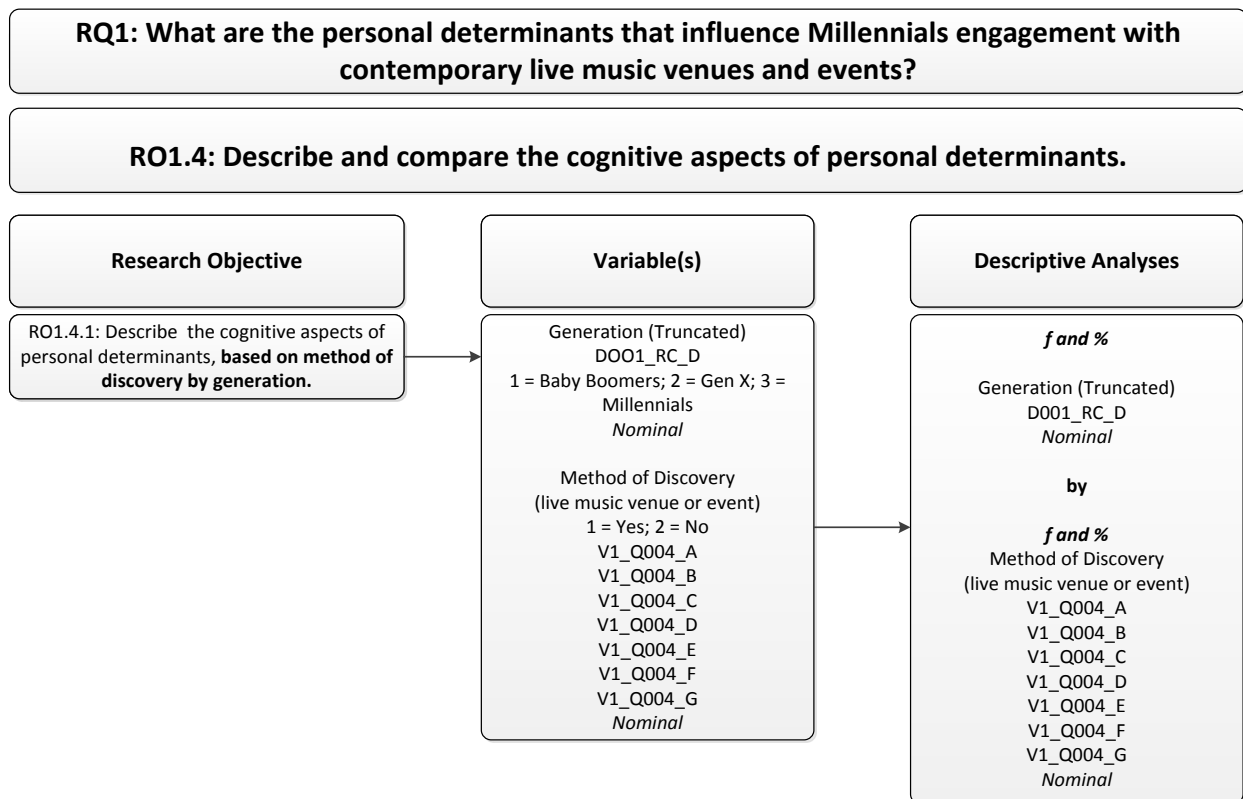
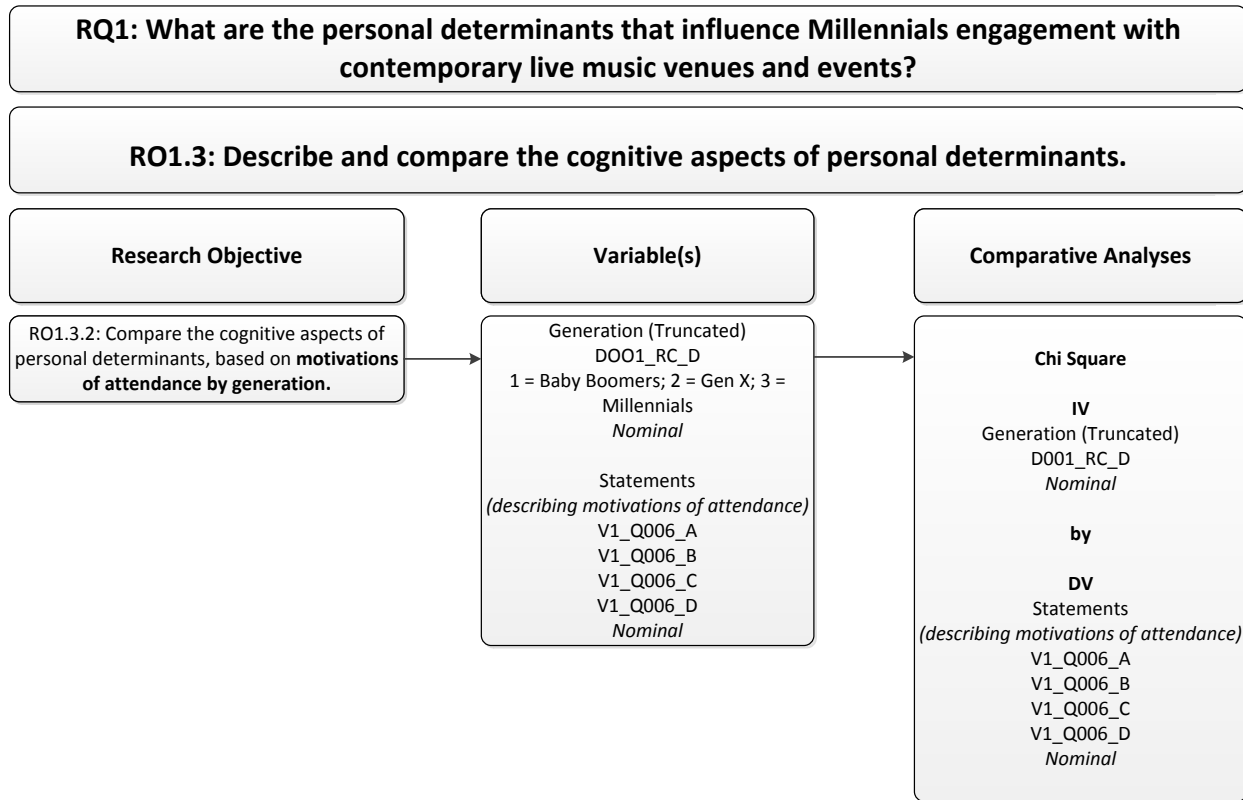
RO1.2: Describe and compare the cognitive aspects of personal determinants



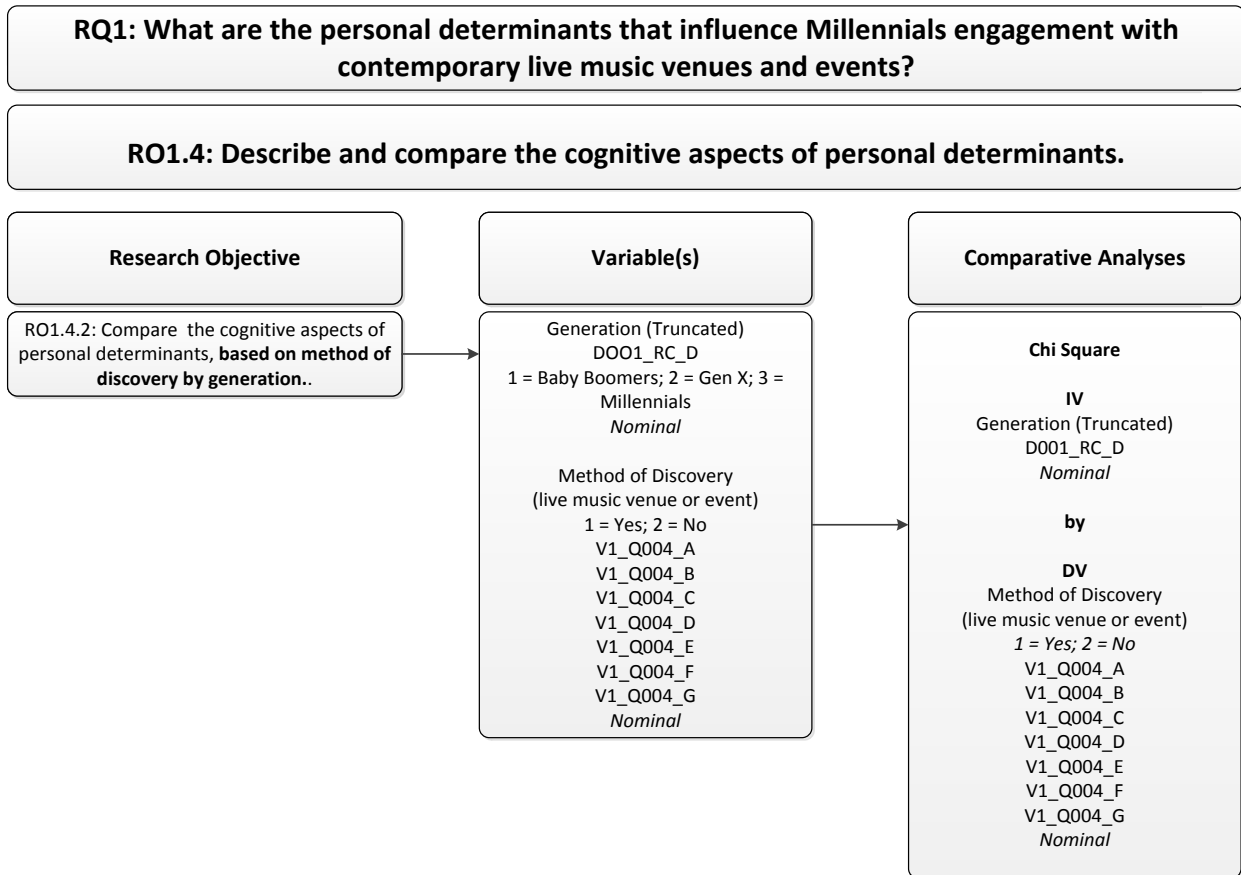
Visio Diagrams for Data Analysis continued



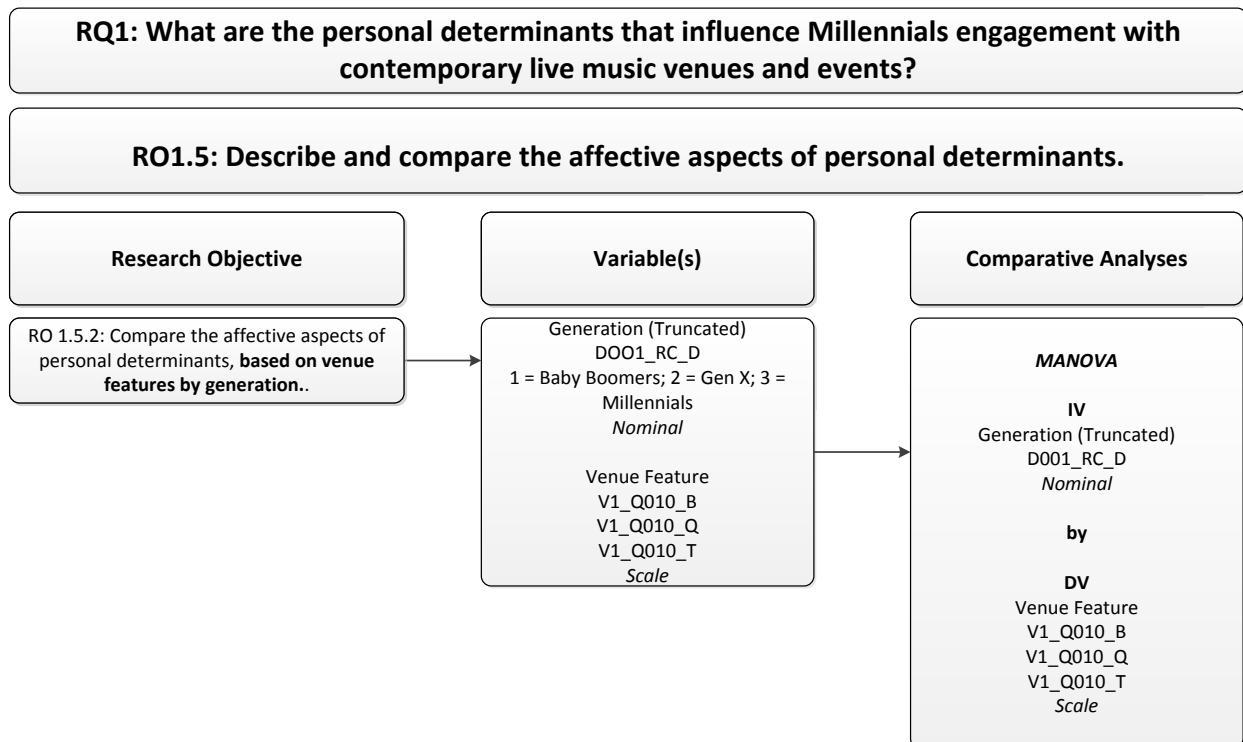
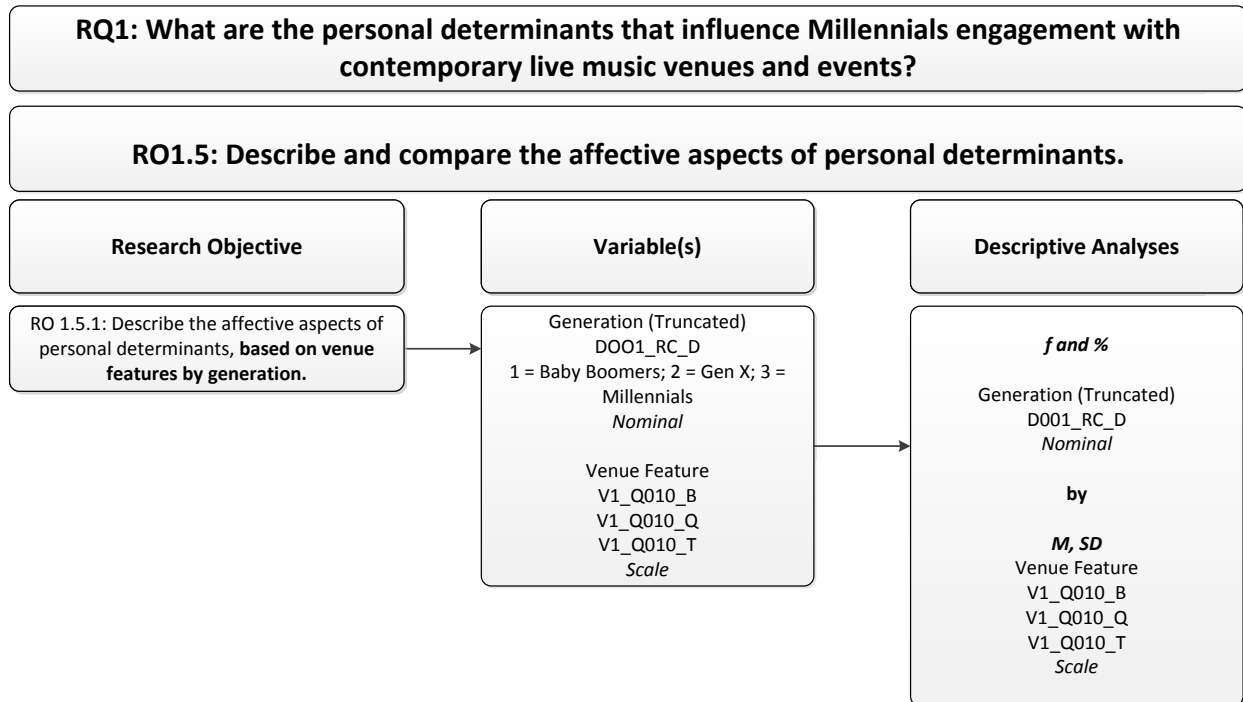
Visio Diagrams for Data Analysis continued



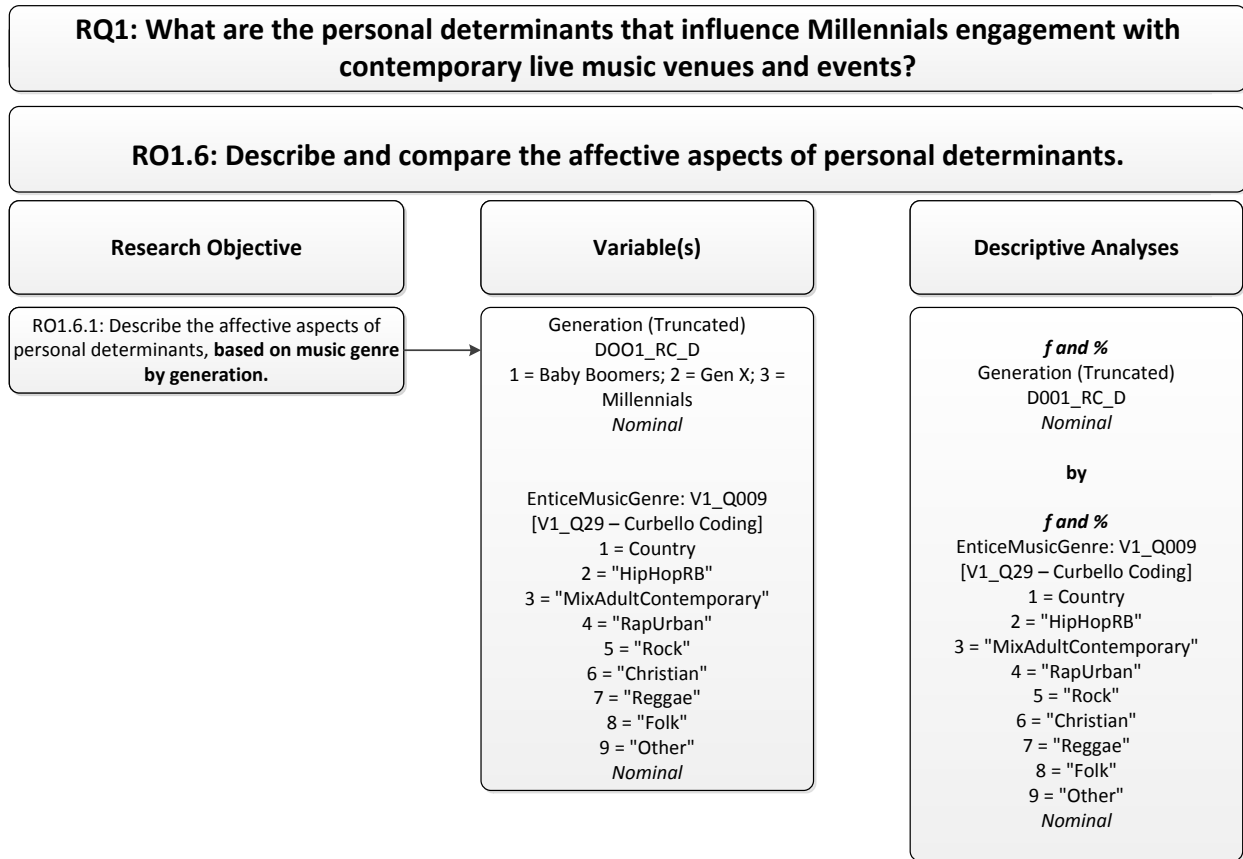
Visio Diagrams for Data Analysis continued



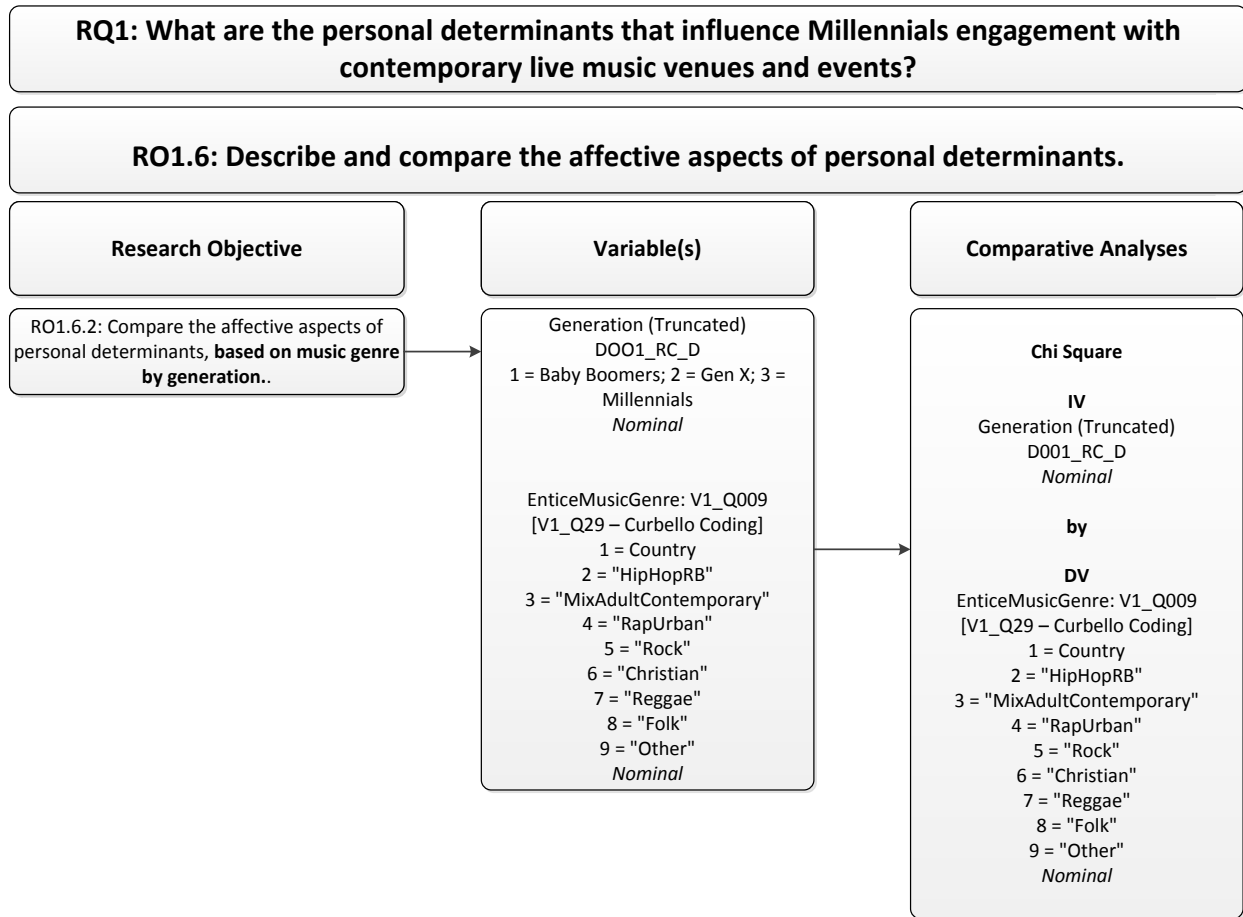
Visio Diagrams for Data Analysis continued



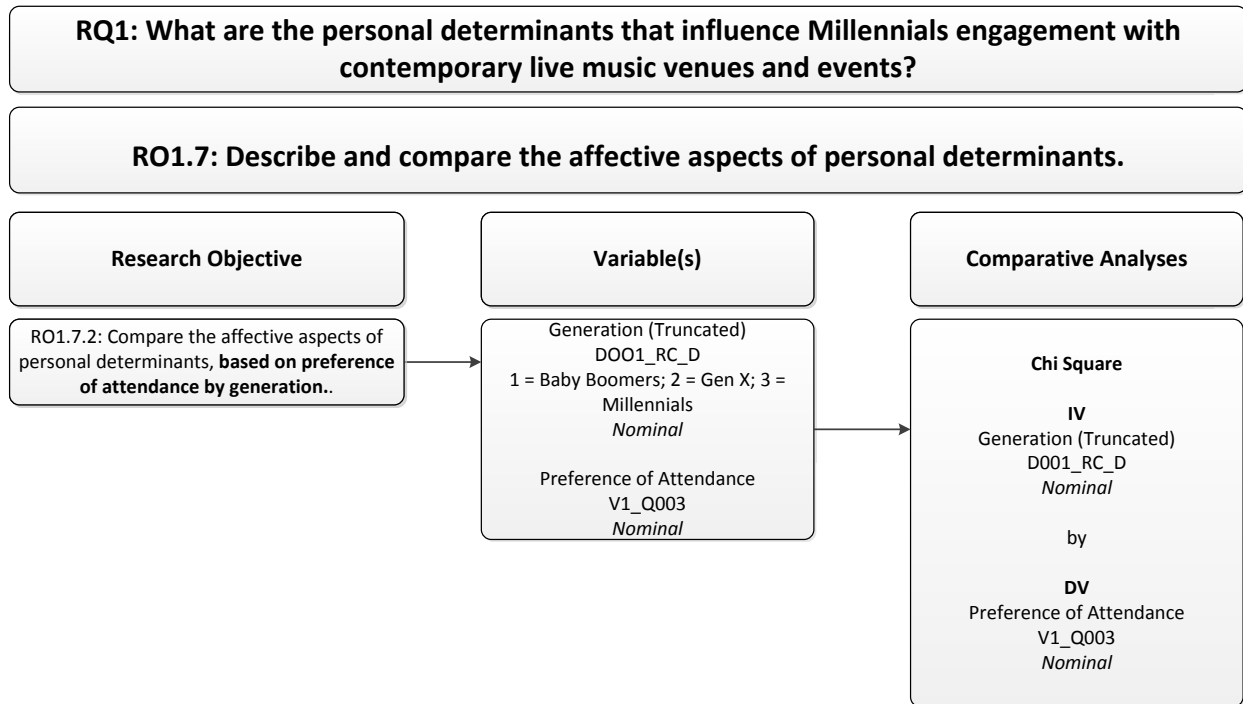
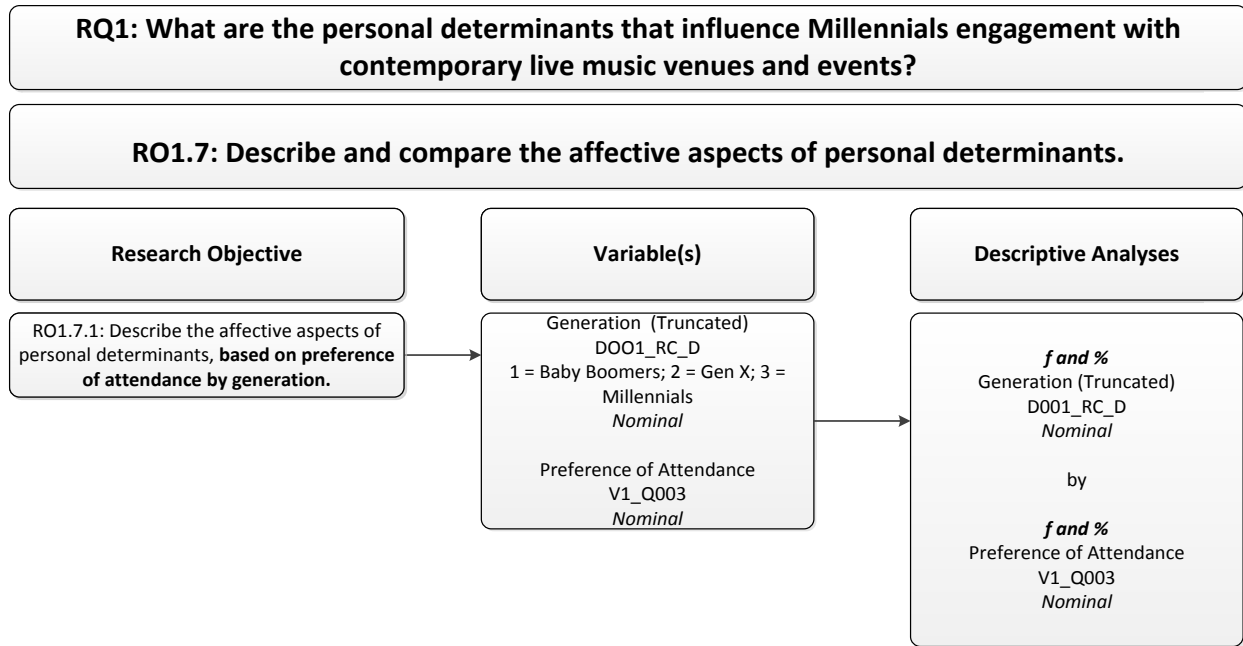
Visio Diagrams for Data Analysis continued



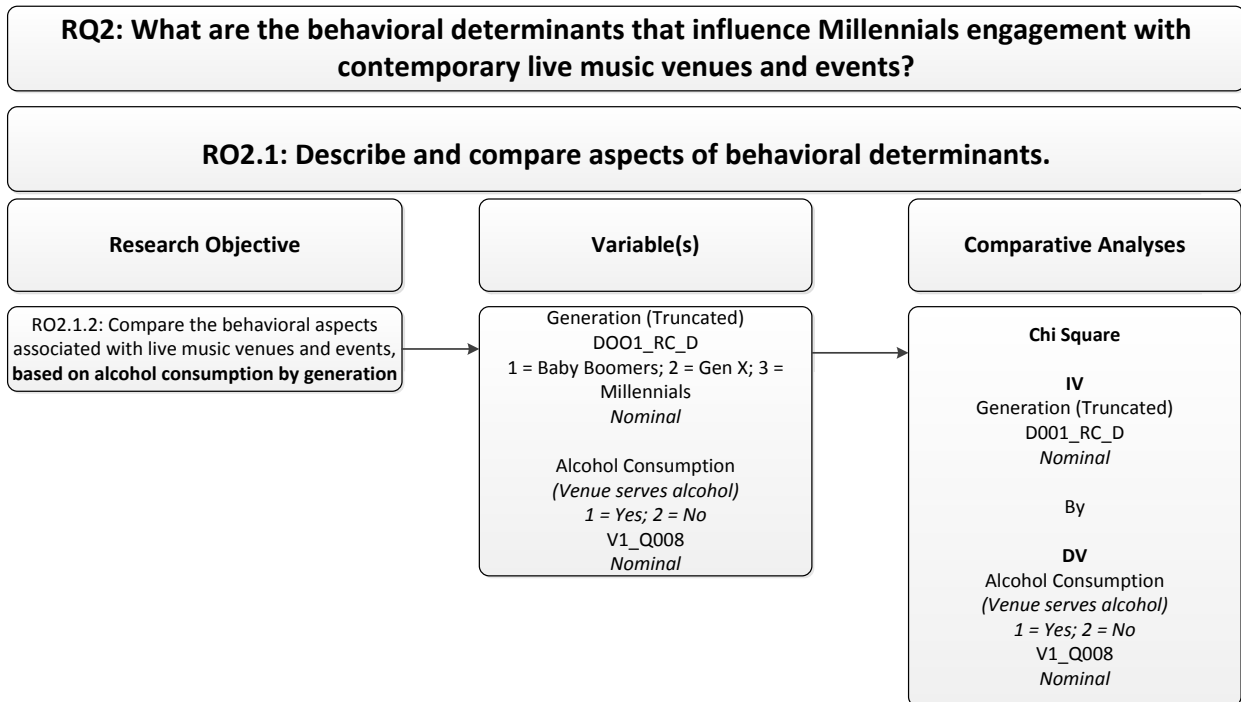
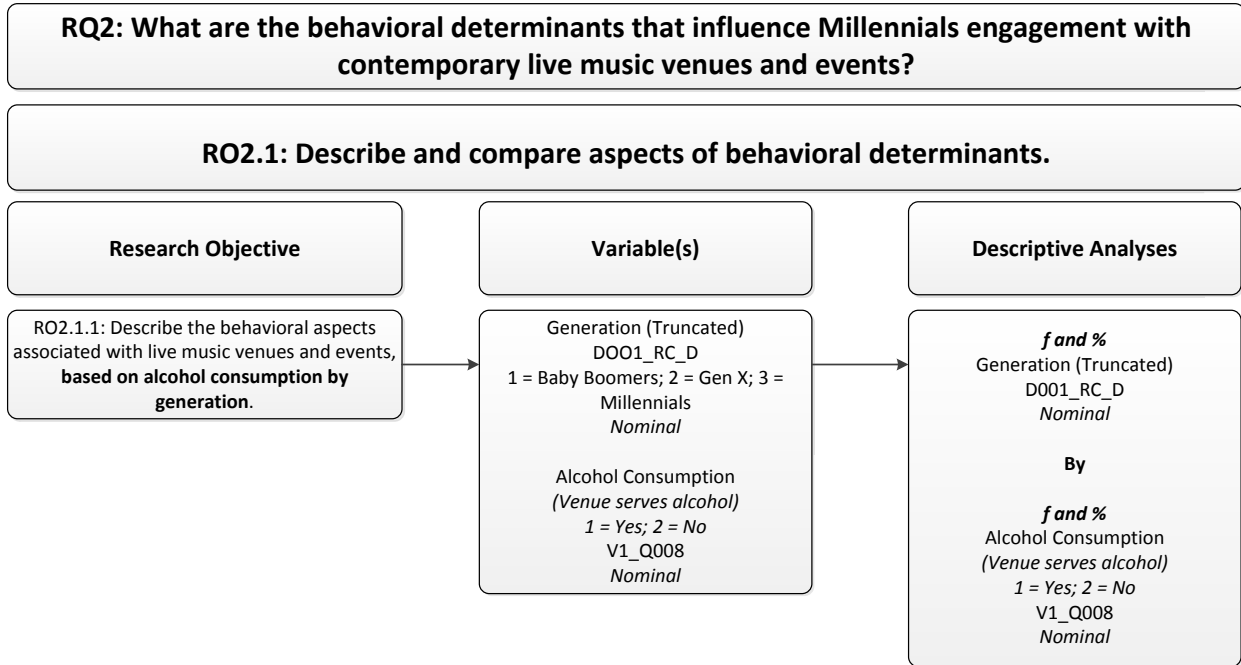
Visio Diagrams for Data Analysis continued



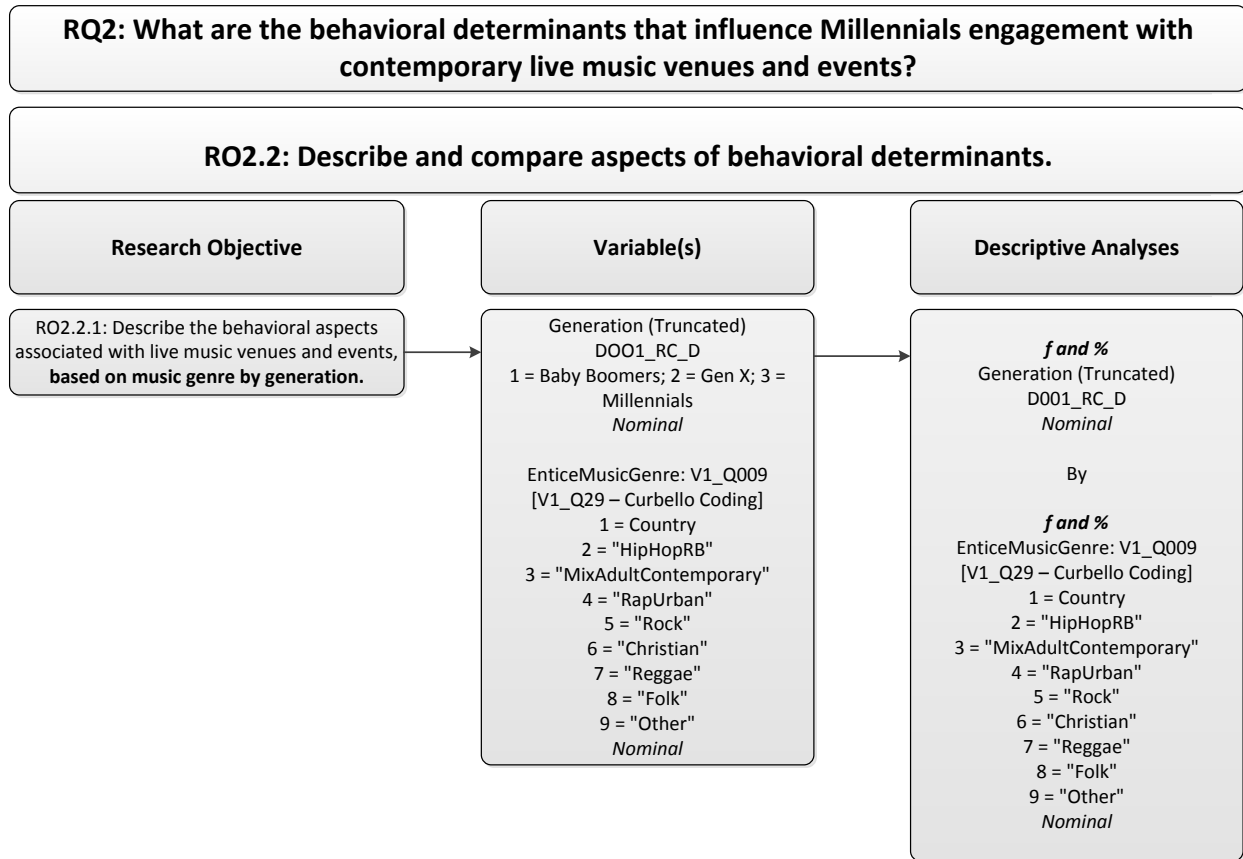
Visio Diagrams for Data Analysis continued



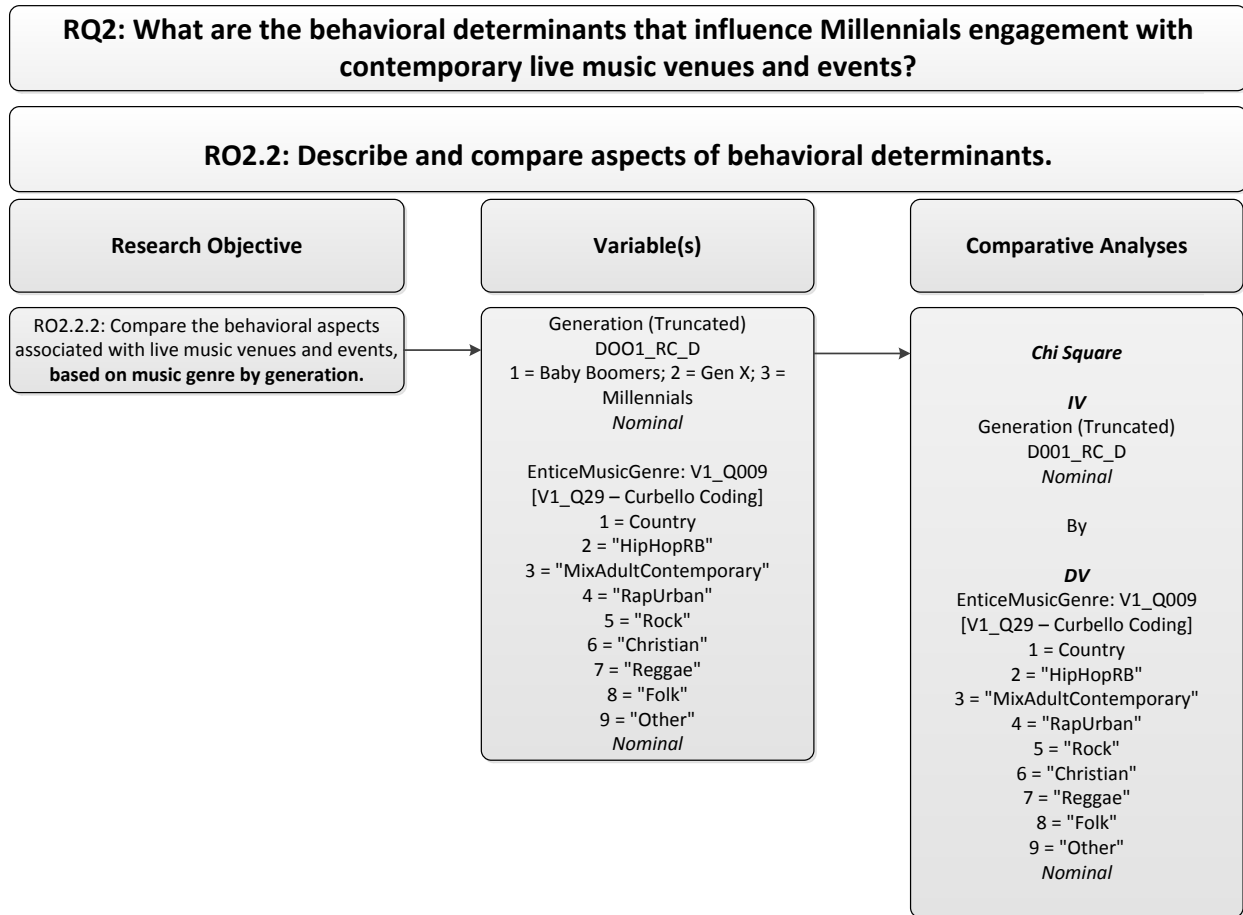
Visio Diagrams for Data Analysis continued



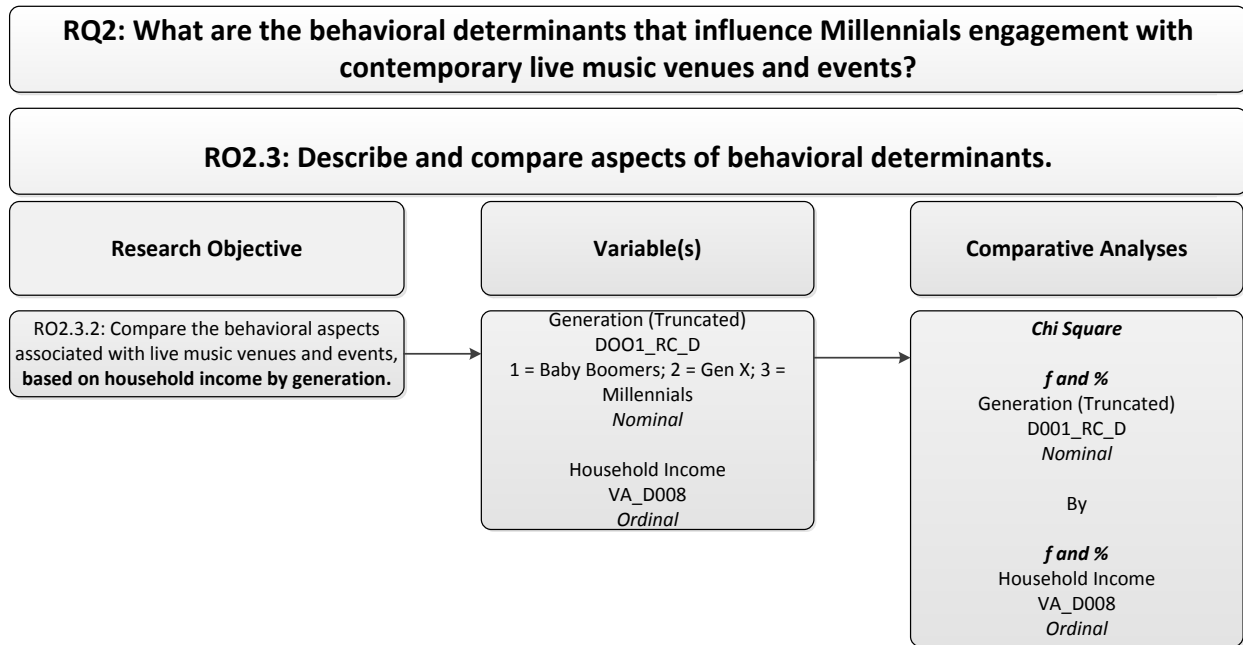
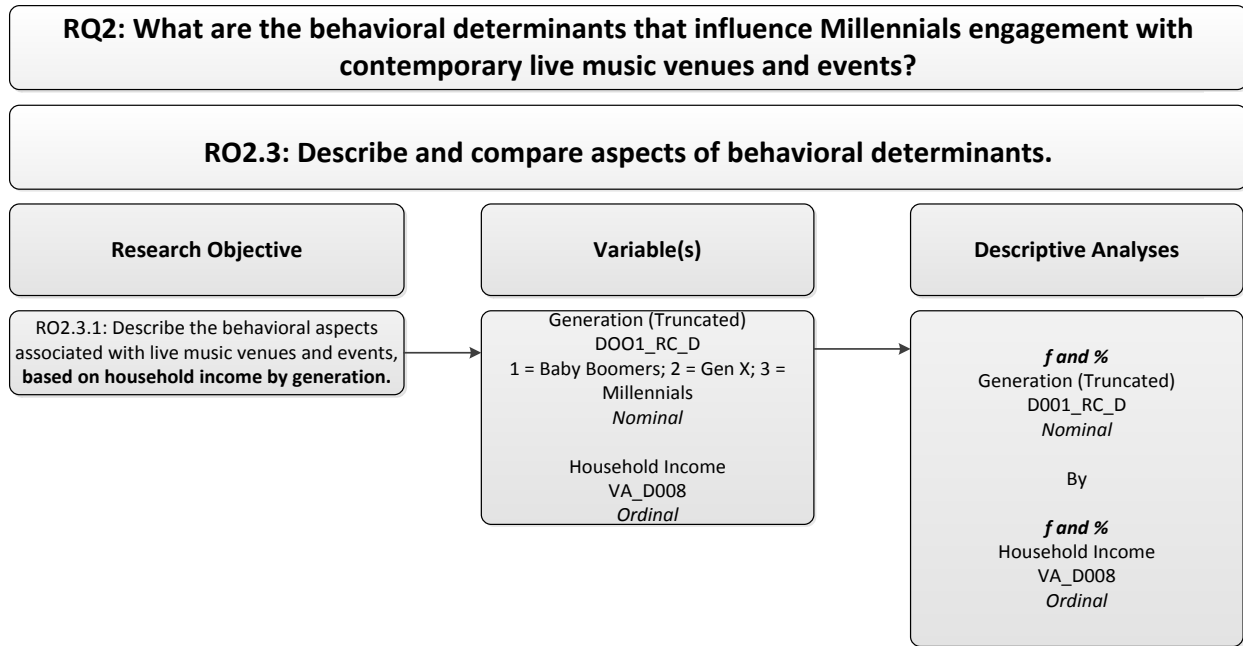
Visio Diagrams for Data Analysis continued



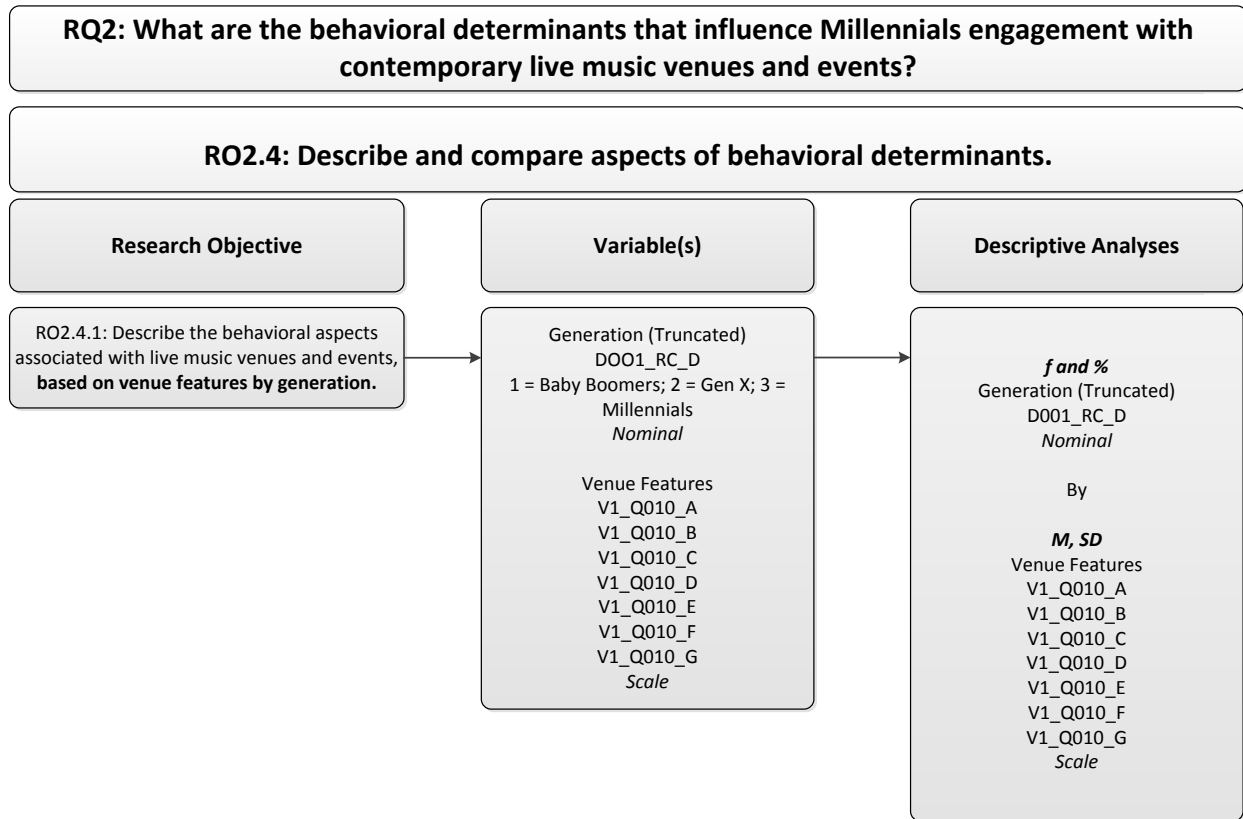
Visio Diagrams for Data Analysis continued



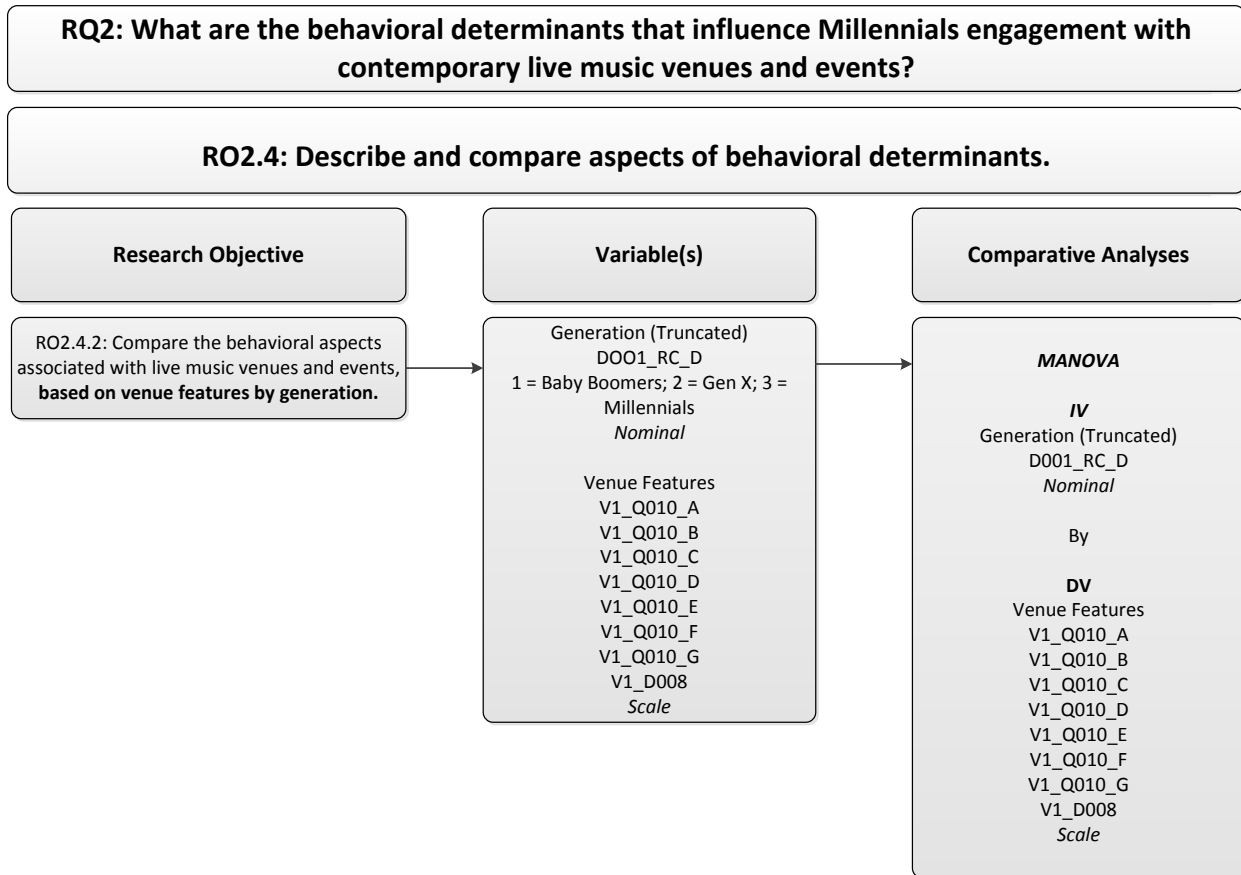
Visio Diagrams for Data Analysis continued



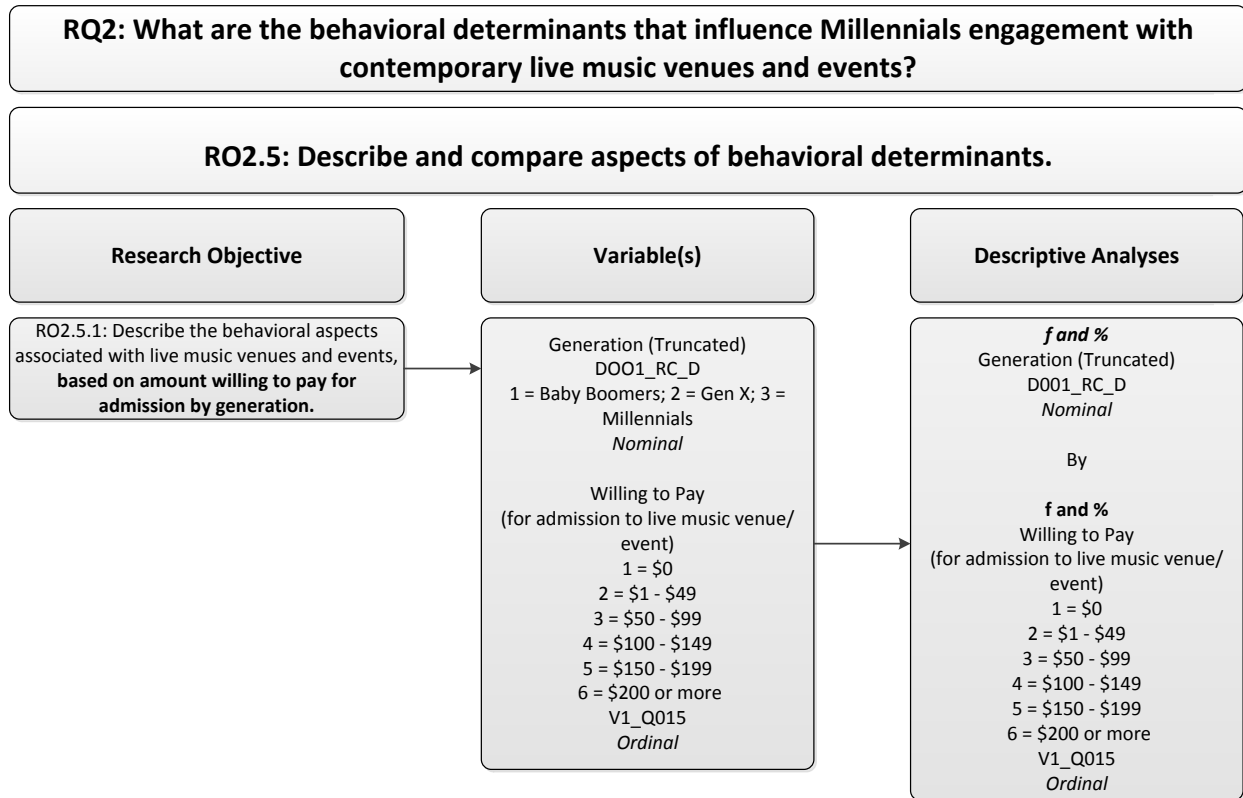
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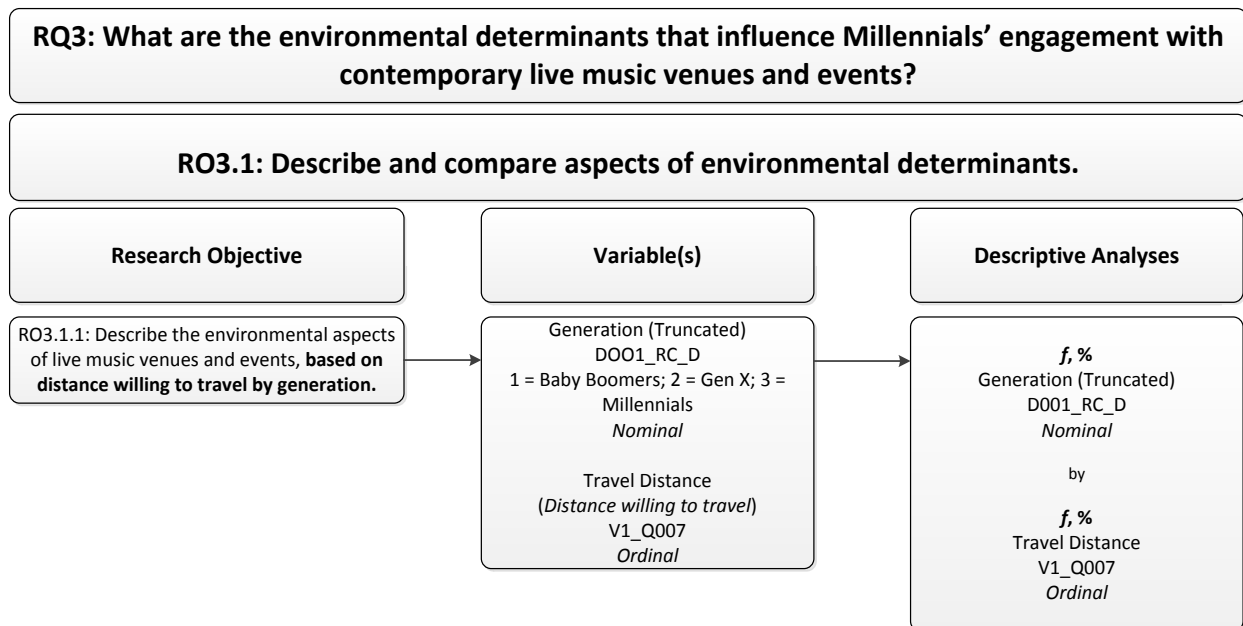
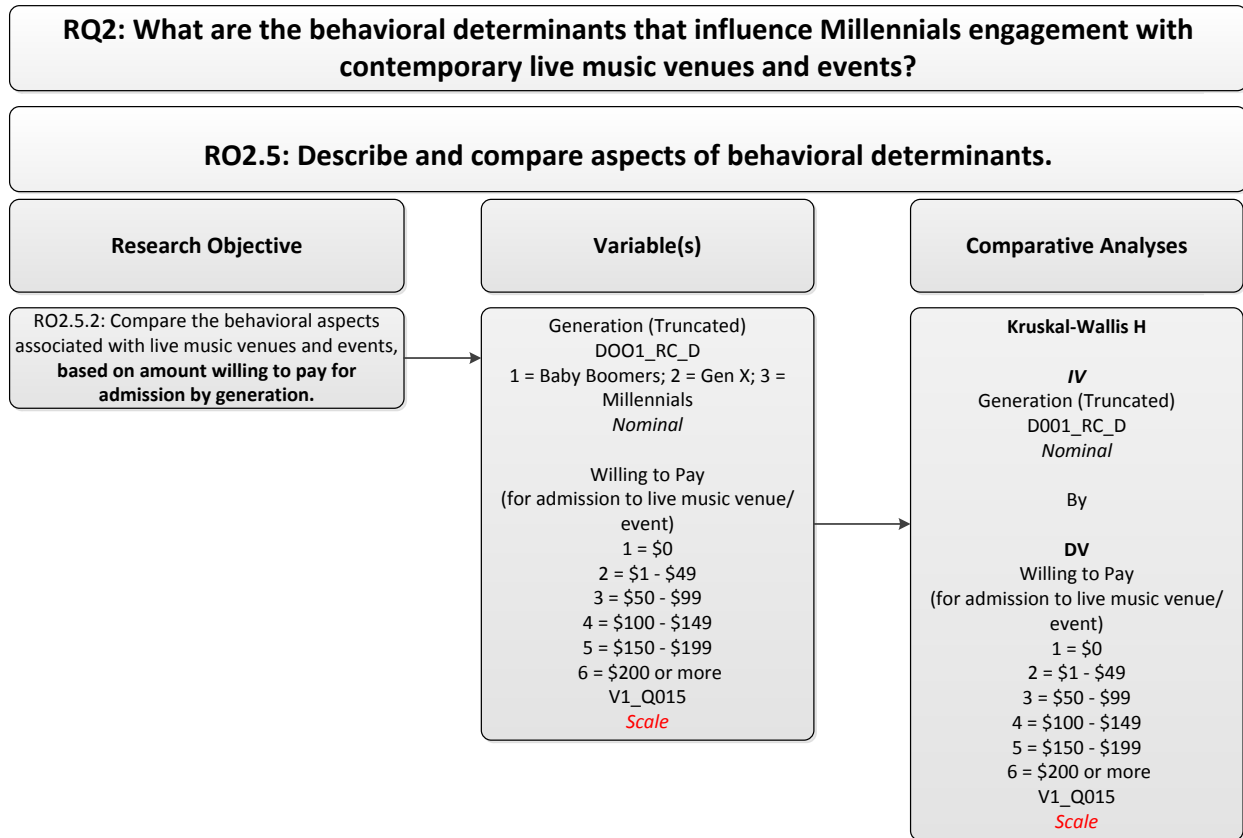
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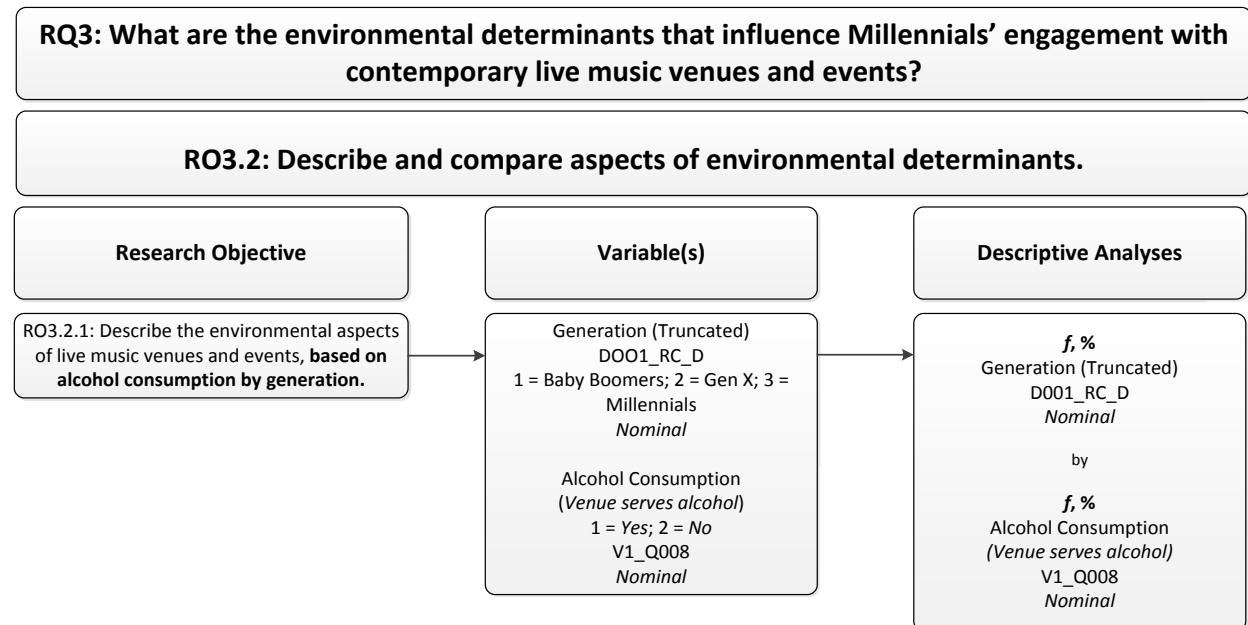
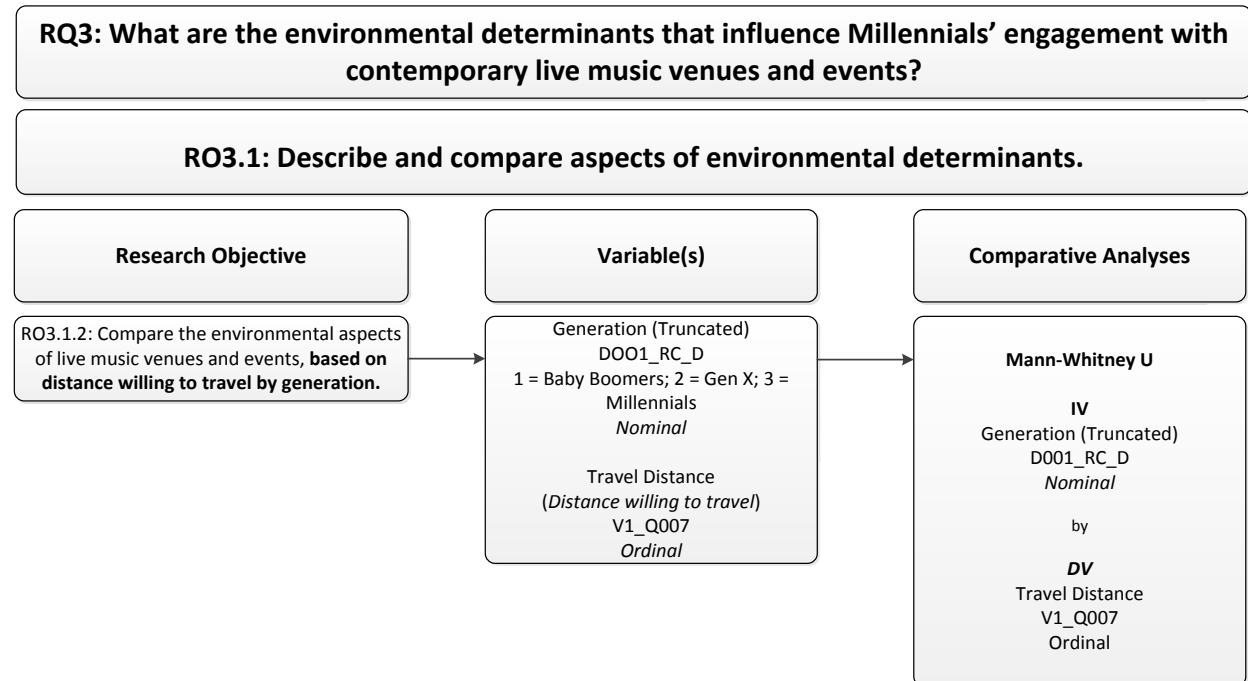
Visio Diagrams for Data Analysis continued



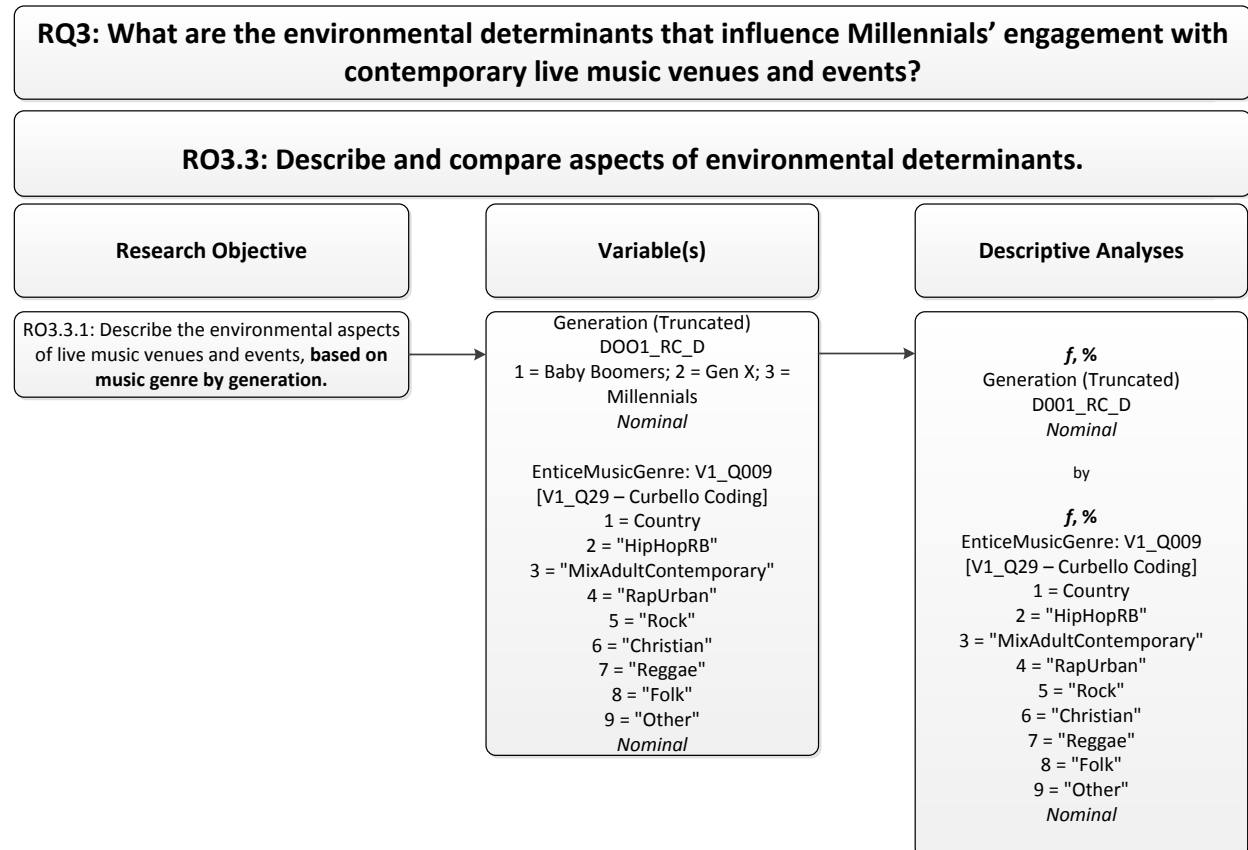
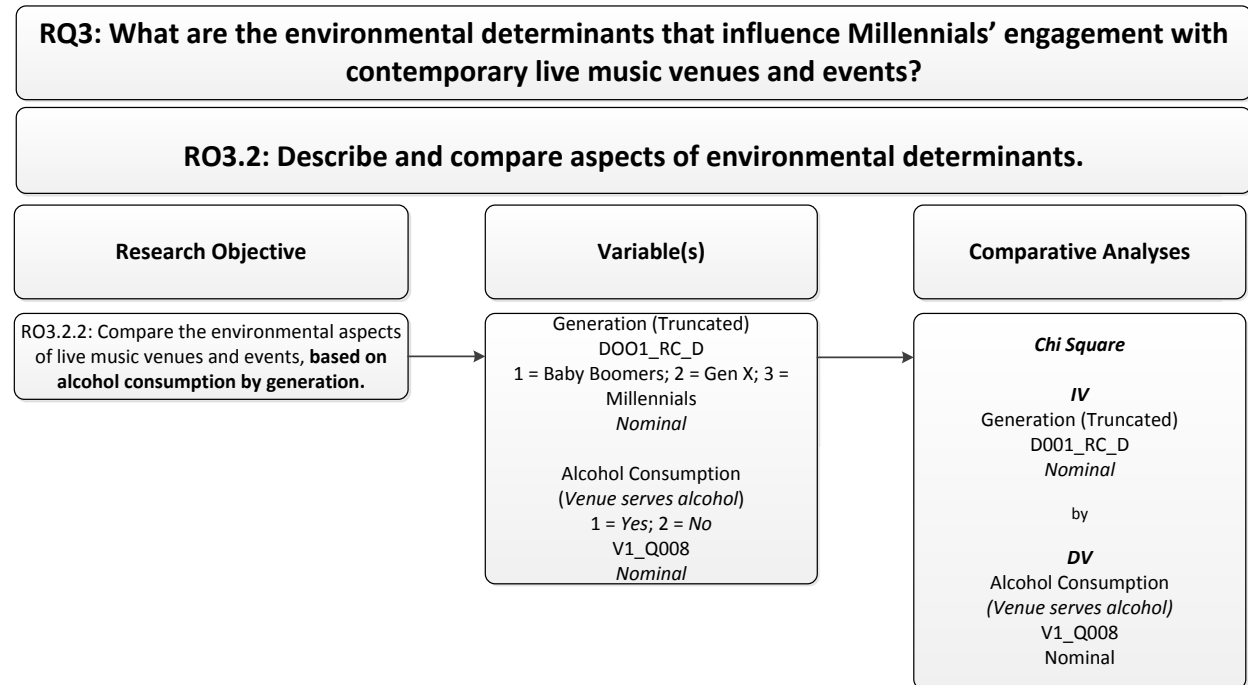
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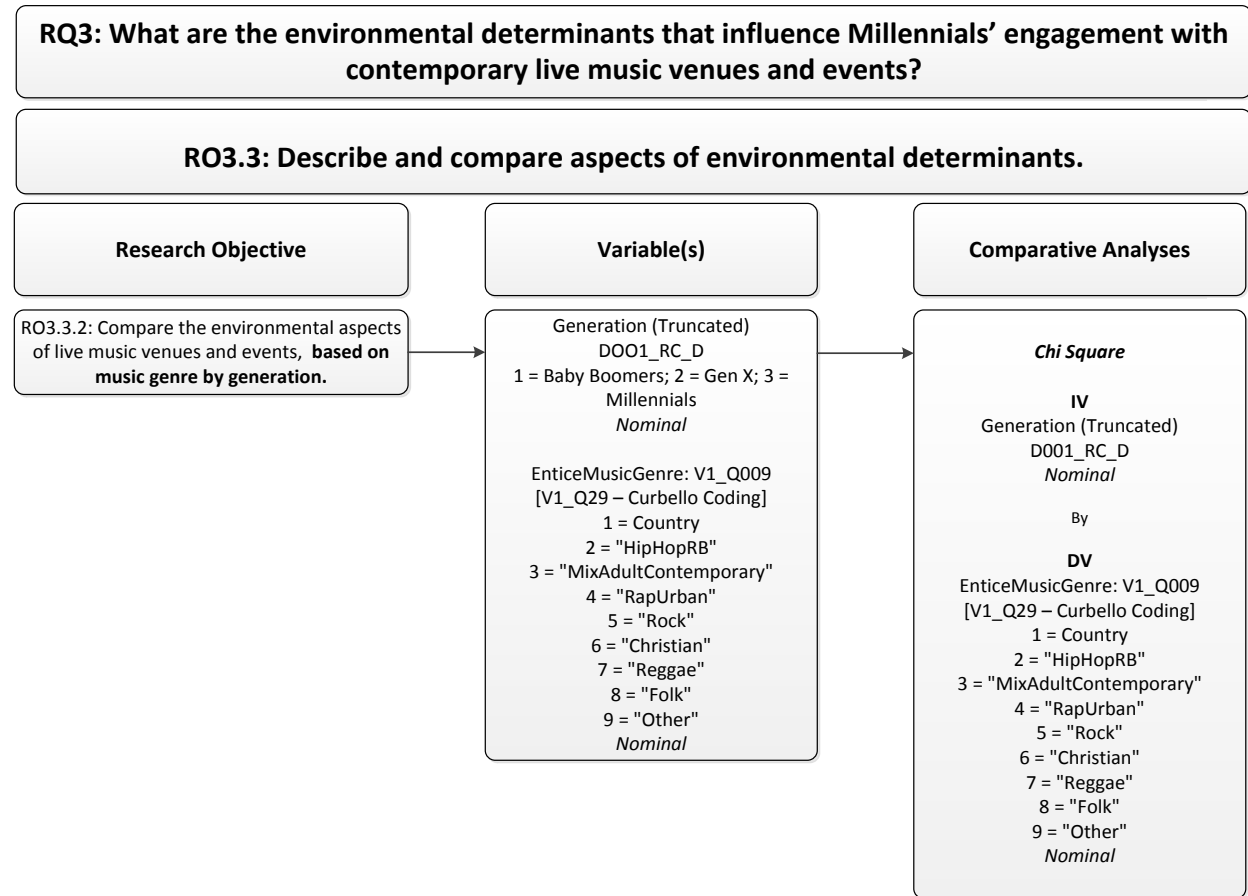
Visio Diagrams for Data Analysis continued



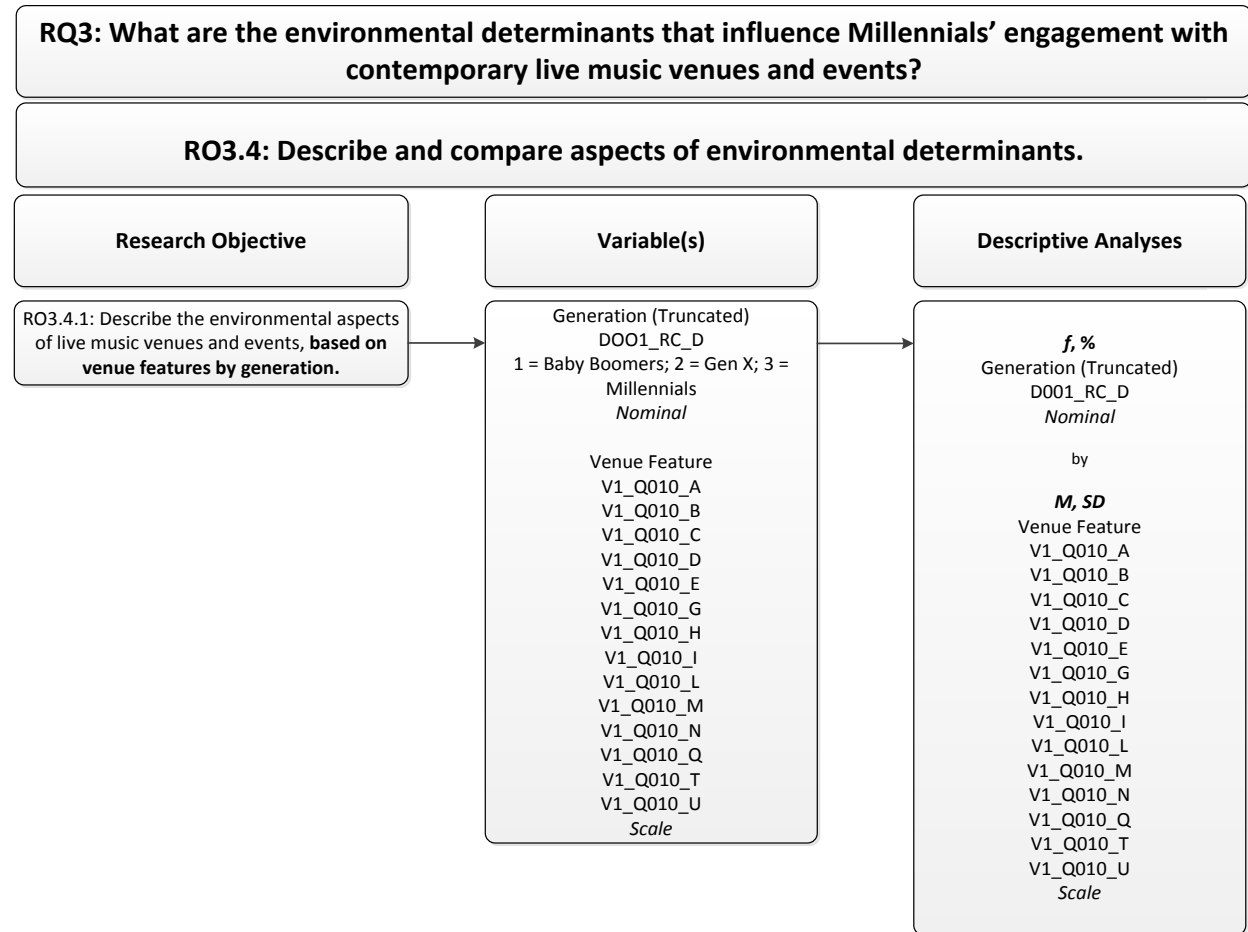
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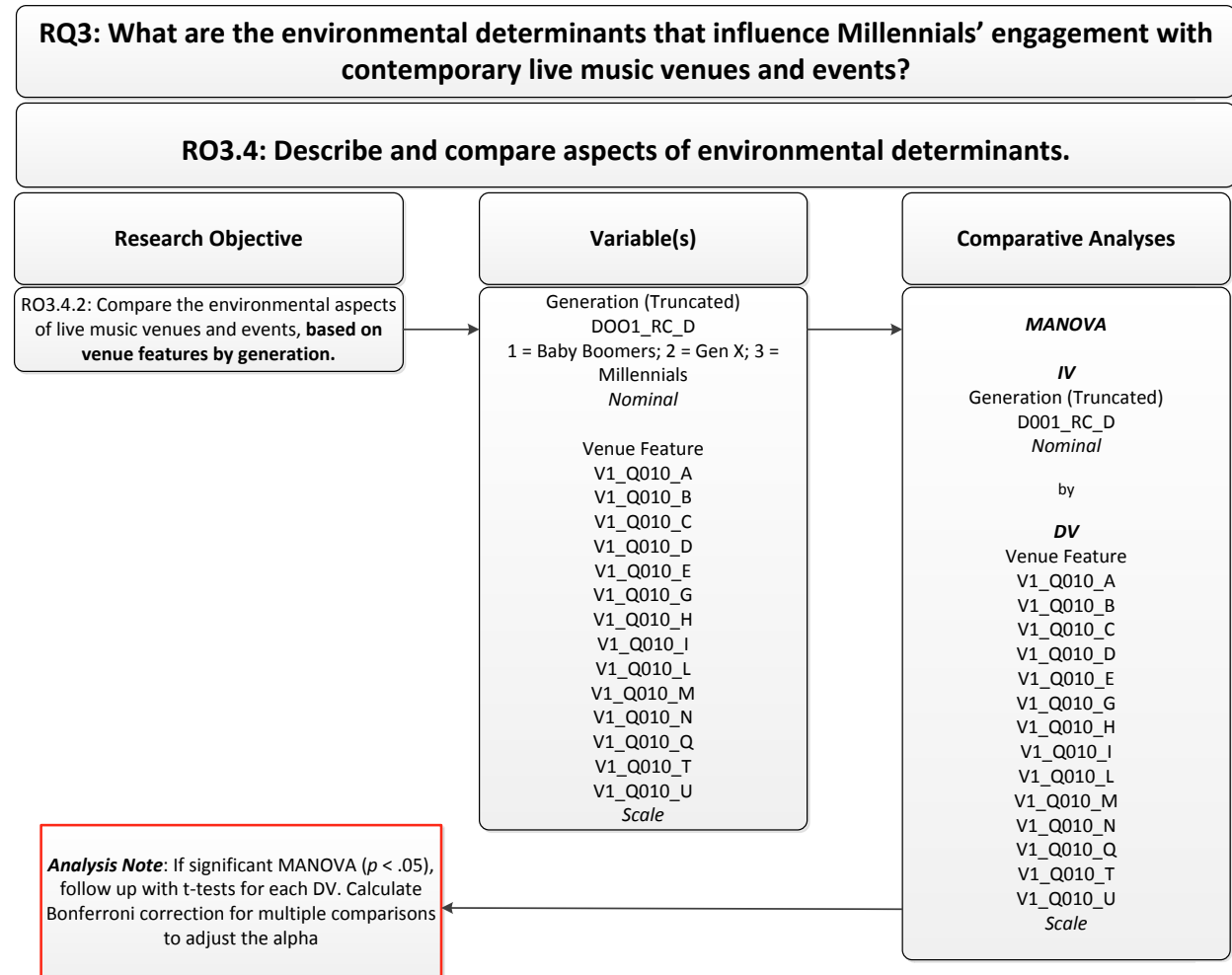
Visio Diagrams for Data Analysis continued



Visio Diagrams for Data Analysis continued



Visio Diagrams for Data Analysis continued



APPENDIX I

Syntax for Data Analysis

*****Curbello Thesis Syntax March 2015*****

*****Use only Curbello Surveys*****

```
USE ALL.
COMPUTE Form1_filter_$=(Form = 1).
VARIABLE LABELS Form1_filter_$ 'Form = 1 (FILTER)'.
VALUE LABELS Form1_filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS Form1_filter_$ (f1.0).
FILTER BY Form1_filter_$.
EXECUTE.
```

Recode YOB into Generation - Bosse Coding

```
USE ALL.
RECODE D001 (SYSMIS=SYSMIS) (1901 thru 1944=1) (1945 thru 1960=2) (1961 thru 1979=3) (1980 thru 1995=4) (ELSE=5) INTO D001_RC_B.
VARIABLE LABELS D001_RC_B 'Generation [D001 - Generational Groups - Bosse Coding]'.
FORMATS D001_RC_B (F1.0).
VARIABLE LEVEL D001_RC_B (NOMINAL).
VALUE LABELS D001_RC_B 1 'Traditionalist' 2 'Baby Boomer' 3 'Gen X' 4 'Millennial' 5 'Other'.
```

Recode YOB into Generation - Bosse Coding truncated into Millennial, Gen X, Baby Boomers - Exclude Traditionalists and others

```
USE ALL.
RECODE D001 (SYSMIS=SYSMIS) (1945 thru 1960=1) (1961 thru 1979=2) (1980 thru 1995=3) (ELSE=SYSMIS) INTO D001_RC_D.
VARIABLE LABELS D001_RC_D 'Curbello Truncated Generation [D001 - Bosse Coding into Millennial, Gen X, Baby Boomers - Exclude Traditionalists and others]'.
EXECUTE.
FORMATS D001_RC_D (F1.0).
VARIABLE LEVEL D001_RC_D (NOMINAL).
VALUE LABELS D001_RC_D 1 'Baby Boomers' 2 'Gen X' 3 'Millennials'.
EXECUTE.
```

Compute Age

```
COMPUTE D001_RC_E=(2014-D001).
VARIABLE LABELS D001_RC_E 'Respondent Age'.
EXECUTE.
FORMATS D001_RC_E (F1.0).
VARIABLE LEVEL D001_RC_E (SCALE).
EXECUTE.
```


Syntax for Data Analysis continued

****Collapse Genre "Yes/No" Responses into truncated variable****

```
IF (V1_Q009_A EQ 1) V1_Q009=1.  
IF (V1_Q009_B EQ 1) V1_Q009=2.  
IF (V1_Q009_C EQ 1) V1_Q009=3.  
IF (V1_Q009_D EQ 1) V1_Q009=4.  
IF (V1_Q009_E EQ 1) V1_Q009=5.  
IF (V1_Q009_F EQ 1) V1_Q009=6.  
IF (V1_Q009_G EQ 1) V1_Q009=7.  
IF (V1_Q009_H EQ 1) V1_Q009=8.  
IF (V1_Q009_I EQ 1) V1_Q009=9.
```

VALUE LABELS

```
/V1_Q009
```

```
1 "Country"  
2 "HipHopRB"  
3 "MixAdultContemporary"  
4 "RapUrban"  
5 "Rock"  
6 "Christian"  
7 "Reggae"  
8 "Folk"  
9 "Other"
```

```
.
```

*****Begin Analyses*****

***** Subject Characteristics*****

USE ALL.

*****Use only Curbello Surveys*****

FILTER BY Form1_filter_\$.

EXECUTE.

Table 1 - Age by Generation

* Custom Tables.

CTABLES

```
/VLABELS VARIABLES=D001_RC_D D001_RC_E DISPLAY=LABEL  
/TABLE D001_RC_D [C] BY D001_RC_E [S][COUNT F40.0, COLPCT.TOTALN COMMA40.1, MEAN, STDDEV,  
MINIMUM, MAXIMUM]  
/CATEGORIES VARIABLES=D001_RC_D ORDER=A KEY=VALUE EMPTY=INCLUDE TOTAL=YES LABEL='Study Total'
```

Syntax for Data Analysis continued

*****Table 2 - Sex and Total by Generation*****

* Custom Tables.

CTABLES

```
/VARIABLES VARIABLES=D001_RC_D D002 DISPLAY=LABEL
/TABLE D001_RC_D [C] BY D002 [C][COUNT F40.0, ROWPCT.COUNT F40.1, TOTALS[COUNT F40.0,
  COLPCT.COUNT COMMA40.1]]
/CATEGORIES VARIABLES=D001_RC_D D002 ORDER=A KEY=VALUE EMPTY=INCLUDE TOTAL=YES POSITION=AFTER.
```

Table 3 - Generation by Sex and Income

* Custom Tables.

CTABLES

```
/VARIABLES VARIABLES=D002 D008 D001_RC_D DISPLAY=LABEL
/TABLE D002 [C] + D008 [C] BY D001_RC_D [C][COUNT F40.0, ROWPCT.COUNT F40.1, TOTALS[COUNT F40.0,
  COLPCT.COUNT COMMA40.1]]
/CATEGORIES VARIABLES=D002 D008 ORDER=A KEY=VALUE EMPTY=INCLUDE
/CATEGORIES VARIABLES=D001_RC_D ORDER=A KEY=VALUE EMPTY=INCLUDE TOTAL=YES POSITION=AFTER.
```

*****Begin Research Questions*****

FILTER BY Form1_filter_\$.
EXECUTE.

RQ1: What are the personal determinants that influence Millennials engagement with contemporary live music venues and events?

RO1.1 Describe and compare the cognitive aspects of personal determinants

RO1.1.1 Describe the cognitive aspects of personal determinants, based on past experiences by generation

* Custom Tables.

CTABLES

```
/VARIABLES VARIABLES=V1_Q005 D001_RC_D DISPLAY=LABEL
/TABLE V1_Q005 [S][MEAN, STDDEV, ROWPCT.COUNT PCT40.1, TOTALN F40.0] BY D001_RC_D [C]
/CATEGORIES VARIABLES=D001_RC_D ORDER=A KEY=VALUE EMPTY=INCLUDE TOTAL=YES POSITION=AFTER.
```

RO1.1.2 Compare the cognitive aspects of personal determinants, based on past experiences by generation

UNIANOVA V1_Q005 BY D001_RC_D

```
/METHOD=SSTYPE(3)
/INTERCEPT=INCLUDE
/PRINT=OPOWER ETASQ HOMOGENEITY DESCRIPTIVE
/CRITERIA=ALPHA(.05)
/DESIGN=D001_RC_D.
```

Syntax for Data Analysis continued

RO1.2 Describe and compare the cognitive aspects of personal determinants

RO 1.2.1 Describe the cognitive aspects of personal determinants, based on amount willing to pay for admission by generation

* Custom Tables.

CTABLES

```
/VARIABLES VARIABLES=V1_Q015 D001_RC_D DISPLAY=LABEL
/TABLE V1_Q015 [C] BY D001_RC_D [C][COUNT F40.0, ROWPCT.COUNT PCT40.1, TOTALS[COUNT F40.0, TOTALN F40.0, COLPCT.COUNT PCT40.1]]
/CATEGORIES VARIABLES=V1_Q015 D001_RC_D ORDER=A KEY=VALUE EMPTY=INCLUDE TOTAL=YES POSITION=AFTER.
```

RO1.2.2 Compare the cognitive aspects of personal determinants, based on amount willing to pay for admission by generation

```
SORT CASES BY V1_Q015.
SPLIT FILE LAYERED BY V1_Q015.
```

*Nonparametric Tests: One Sample.

NPTESTS

```
/ONESAMPLE TEST (V1_Q015 D001_RC_D)
/MISSING SCOPE=ANALYSIS USERMISSING=EXCLUDE
/CRITERIA ALPHA=0.05 CILEVEL=95.
```

```
SPLIT FILE OFF.
```

RO1.3: Describe and compare the cognitive aspects of personal determinants

RO1.3.1: Describe the cognitive aspects of personal determinants, based on motivations of attendance by generation.

* Custom Tables.

CTABLES

```
/VARIABLES VARIABLES=V1_Q006_A V1_Q006_B V1_Q006_C V1_Q006_D D001_RC_D DISPLAY=LABEL
/TABLE V1_Q006_A + V1_Q006_B + V1_Q006_C + V1_Q006_D BY D001_RC_D [COUNT F40.0, ROWPCT.COUNT PCT40.1, TOTALS[COUNT F40.0, COLPCT.COUNT PCT40.1]]
/CATEGORIES VARIABLES=V1_Q006_A V1_Q006_B V1_Q006_C V1_Q006_D D001_RC_D ORDER=A KEY=VALUE EMPTY=INCLUDE TOTAL=YES POSITION=AFTER.
```

RO1.3.2: Compare the cognitive aspects of personal determinants, based on motivations of attendance by generation.

CROSSTABS

```
/TABLES=V1_Q006_A V1_Q006_B V1_Q006_C V1_Q006_D BY D001_RC_D
/FORMAT=AVALUE TABLES
/STATISTICS=CHISQ CORR
/CELLS=COUNT
/COUNT ROUND CELL.
```

Syntax for Data Analysis continued

```
****RO1.4 Describe and compare the cognitive aspects of personal determinants****  
****RO1.4.1: Describe the cognitive aspects of personal determinants, based on method of discovery****  
* Custom Tables.  
TABLES  
/VARIABLES VARIABLES=V1_Q004_A V1_Q004_B V1_Q004_C V1_Q004_D V1_Q004_E V1_Q004_F V1_Q004_G D001_RC_D  
/DISPLAY=LABEL  
/TABLE V1_Q004_A [C] + V1_Q004_B [C] + V1_Q004_C [C] + V1_Q004_D [C] + V1_Q004_E [C] + V1_Q004_F [C] + V1_Q004_G [C] BY D001_RC_D [C][COUNT F40.0, ROWPCT.COUNT PCT40.1, TOTALS[COUNT F40.0, COLPCT.COUNT PCT40.1]]  
/CATEGORIES VARIABLES=V1_Q004_A V1_Q004_B V1_Q004_C V1_Q004_D V1_Q004_E V1_Q004_F V1_Q004_G D001_RC_D ORDER=A KEY=VALUE EMPTY=INCLUDE TOTAL=YES POSITION=AFTER.  
****RO1.4.2: Compare the cognitive aspects of personal determinants, based on method of discovery****  
CROSSTABS  
/TABLES=V1_Q004_A V1_Q004_B V1_Q004_C V1_Q004_D V1_Q004_E V1_Q004_F V1_Q004_G BY D001_RC_D  
/FORMAT=AVALUE TABLES  
/STATISTICS=CHISQ CORR  
/CELLS=COUNT ROW COLUMN TOTAL  
/COUNT ROUND CELL.  
****RO1.5 Describe and compare the affective aspects of personal determinants****  
*****Use only Curbello Surveys*****  
FILTER BY Form1_filter_$.  
EXECUTE.  
****RO1.5.1 Describe the affective aspects of personal determinants, based on venue features by generation****  
* Custom Tables.  
TABLES  
/VARIABLES VARIABLES=V1_Q010_B V1_Q010_Q V1_Q010_T D001_RC_D DISPLAY=LABEL  
/TABLE V1_Q010_B [S][MEAN DOT40.0, STDDEV DOT40.0, COUNT F40.0] + V1_Q010_Q [S][MEAN DOT40.0, STDDEV DOT40.0, COUNT F40.0] + V1_Q010_T [S][MEAN DOT40.0, STDDEV DOT40.0, COUNT F40.0] BY D001_RC_D [C]  
/CATEGORIES VARIABLES=D001_RC_D ORDER=A KEY=VALUE EMPTY=INCLUDE TOTAL=YES POSITION=AFTER.  
****RO1.5.2 Compare the affective aspects of personal determinants, based on venue features by generation****  
GLM V1_Q010_B V1_Q010_Q V1_Q010_T BY D001_RC_D  
/METHOD=SSTYPE(3)  
/INTERCEPT=INCLUDE  
/EMMEANS=TABLES(D001_RC_D) COMPARE ADJ(BONFERRONI)  
/PRINT=DESCRIPTIVE ETASQ OPOWER HOMOGENEITY  
/CRITERIA=ALPHA(.05)  
/DESIGN= D001_RC_D.
```

Syntax for Data Analysis continued

*****Bonferroni Correction is necessary for mutiple comparisons*****

```
UNIANOVA V1_Q010_Q BY D001_RC_D
/METHOD=SSTYPE(3)
/INTERCEPT=INCLUDE
/EMMEANS=TABLES(D001_RC_D) COMPARE ADJ(BONFERRONI)
/PRINT=OPOWER ETASQ HOMOGENEITY DESCRIPTIVE
/CRITERIA=ALPHA(.05)
/DESIGN=D001_RC_D.
```

```
UNIANOVA V1_Q010_B BY D001_RC_D
/METHOD=SSTYPE(3)
/INTERCEPT=INCLUDE
/EMMEANS=TABLES(D001_RC_D) COMPARE ADJ(BONFERRONI)
/PRINT=OPOWER ETASQ HOMOGENEITY DESCRIPTIVE
/CRITERIA=ALPHA(.05)
/DESIGN=D001_RC_D.
```

```
UNIANOVA V1_Q010_T BY D001_RC_D
/METHOD=SSTYPE(3)
/INTERCEPT=INCLUDE
/EMMEANS=TABLES(D001_RC_D) COMPARE ADJ(BONFERRONI)
/PRINT=OPOWER ETASQ HOMOGENEITY DESCRIPTIVE
/CRITERIA=ALPHA(.05)
/DESIGN=D001_RC_D.
```

*****RO1.6 Describe and compare the affective aspects of personal determinants*****

*****RO1.6.1 Describe the affective aspects of personal determinants, based on music genre by generation*****

* Custom Tables.

CTABLES

```
/VLABELS VARIABLES=V1_Q009 D001_RC_D DISPLAY=LABEL
/TABLE V1_Q009 BY D001_RC_D [COUNT F40.0, ROWPCT.COUNT PCT40.1, TOTALS[COUNT F40.0, COLPCT.COUNT PCT40.1]]
/CATEGORIES VARIABLES=V1_Q009 D001_RC_D ORDER=A KEY=VALUE EMPTY=INCLUDE TOTAL=YES POSITION=AFTER.
```

Syntax for Data Analysis continued

*****RO1.6.2 Compare the affective aspects of personal determinants, based on music genre by generation*****

```
SORT CASES BY V1_Q009.  
SPLIT FILE LAYERED BY V1_Q009.
```

*Nonparametric Tests: One Sample.

NPTESTS

```
/ONESAMPLE TEST (V1_Q009 D001_RC_D)  
/MISSING SCOPE=ANALYSIS USERMISSING=EXCLUDE  
/CRITERIA ALPHA=0.05 CILEVEL=95.
```

```
SPLIT FILE OFF.
```

*****RO1.7 Describe and compare the affective aspects of personal determinants*****

*****RO1.7.1 Describe the affective aspects of personal determinants, based on preference of attendance by generation*****

* Custom Tables.

CTABLES

```
/VLABELS VARIABLES=V1_Q003 D001_RC_D DISPLAY=LABEL  
/TABLE V1_Q003 BY D001_RC_D [COUNT F40.0, ROWPCT.COUNT PCT40.1, TOTALS[COUNT F40.0, COLPCT.COUNT PCT40.1]]  
/CATEGORIES VARIABLES=V1_Q003 D001_RC_D ORDER=A KEY=VALUE EMPTY=INCLUDE TOTAL=YES POSITION=AFTER.
```

*****RO1.7.2 Compare the affective aspects of personal determinants, based on preference of attendance by generation*****

```
SORT CASES BY V1_Q003.  
SPLIT FILE LAYERED BY V1_Q003.
```

*Nonparametric Tests: One Sample.

NPTESTS

```
/ONESAMPLE TEST (V1_Q003 D001_RC_D)  
/MISSING SCOPE=ANALYSIS USERMISSING=EXCLUDE  
/CRITERIA ALPHA=0.05 CILEVEL=95.
```

```
SPLIT FILE OFF.
```

RQ2: What are the behavioral determinants that influence Millennials engagement with contemporary live music venues and events?

RO2.1 Describe and compare the aspects of behavioral determinants

Syntax for Data Analysis continued

RO2.1.1 Describe the behavioral aspects associated with live music venues and events, based on alcohol consumption by generation

* Custom Tables.

CTABLES

```
/VLABELS VARIABLES=V1_Q008 D001_RC_D DISPLAY=LABEL  
/TABLE V1_Q008 BY D001_RC_D [COUNT F40.0, ROWPCT.COUNT PCT40.1, TOTALS[COUNT F40.0, COLPCT.COUNT PCT40.1]]  
/CATEGORIES VARIABLES=V1_Q008 D001_RC_D ORDER=A KEY=VALUE EMPTY=INCLUDE TOTAL=YES POSITION=AFTER.
```

RO2.1.2 Compare the behavioral aspects associated with live music venues and events, based on alcohol consumption by generation

CROSSTABS

```
/TABLES=V1_Q008 BY D001_RC_D  
/FORMAT=AVALUE TABLES  
/STATISTICS=CHISQ CORR  
/CELLS=COUNT  
/COUNT ROUND CELL.
```

RO2.2 Describe and compare aspects of behavioral determinants

RO2.2.1 Describe the behavioral aspects associated with live music venues and events, based on music genre by generation

* Custom Tables.

CTABLES

```
/VLABELS VARIABLES=V1_Q009_A V1_Q009_B V1_Q009_C V1_Q009_D V1_Q009_E V1_Q009_F V1_Q009_G  
V1_Q009_H V1_Q009_I D001_RC_D  
DISPLAY=LABEL  
/TABLE V1_Q009_A [C] + V1_Q009_B [C] + V1_Q009_C [C] + V1_Q009_D [C] + V1_Q009_E [C] + V1_Q009_F  
[C] + V1_Q009_G [C] + V1_Q009_H [C] + V1_Q009_I [C] BY D001_RC_D [C][COUNT F40.0, ROWPCT.COUNT  
COMMA40.1, TOTALS[COUNT F40.0, COLPCT.COUNT PCT40.1]]  
/CATEGORIES VARIABLES=V1_Q009_A [1.0] EMPTY=INCLUDE  
/CATEGORIES VARIABLES=V1_Q009_B [1.0] EMPTY=INCLUDE  
/CATEGORIES VARIABLES=V1_Q009_C [1.0] EMPTY=INCLUDE  
/CATEGORIES VARIABLES=V1_Q009_D [1.0] EMPTY=INCLUDE  
/CATEGORIES VARIABLES=V1_Q009_E [1.0] EMPTY=INCLUDE  
/CATEGORIES VARIABLES=V1_Q009_F [1.0] EMPTY=INCLUDE  
/CATEGORIES VARIABLES=V1_Q009_G [1.0] EMPTY=INCLUDE  
/CATEGORIES VARIABLES=V1_Q009_H [1.0] EMPTY=INCLUDE  
/CATEGORIES VARIABLES=V1_Q009_I [1.0] EMPTY=INCLUDE  
/CATEGORIES VARIABLES=D001_RC_D ORDER=A KEY=VALUE EMPTY=INCLUDE TOTAL=YES POSITION=AFTER.
```

Syntax for Data Analysis continued

RO2.2.2 Compare the behavioral aspects associated with live music venues and events, based on music genre by generation

```
SORT CASES BY V1_Q009.  
SPLIT FILE LAYERED BY V1_Q009.
```

*Nonparametric Tests: One Sample.

NPTESTS

```
/ONESAMPLE TEST (V1_Q009 D001_RC_D)  
/MISSING SCOPE=ANALYSIS USERMISSING=EXCLUDE  
/CRITERIA ALPHA=0.05 CILEVEL=95.
```

```
SPLIT FILE OFF.
```

RO2.3 Describe and compare aspects of behavioral determinants

*****Use only Curbello Surveys*****

```
FILTER BY Form1_filter_$.  
EXECUTE.
```

RO2.3.1 Describe the behavioral aspects associated with live music venues and events, based on household income by generation

* Custom Tables.

CTABLES

```
/VARIABLES VARIABLES=D008 D001_RC_D DISPLAY=LABEL  
/TABLE D008 BY D001_RC_D [COUNT F40.0, ROWPCT.COUNT PCT40.1, TOTALS[COUNT F40.0, COLPCT.COUNT PCT40.1]]  
/CATEGORIES VARIABLES=D008 D001_RC_D ORDER=A KEY=VALUE EMPTY=INCLUDE TOTAL=YES POSITION=AFTER.
```

RO2.3.2 Compare the behavioral aspects associated with live music venues and events, base don household income by generation

```
SORT CASES BY D008.  
SPLIT FILE LAYERED BY D008.
```

*Nonparametric Tests: One Sample.

NPTESTS

```
/ONESAMPLE TEST (D008 D001_RC_D)  
/MISSING SCOPE=ANALYSIS USERMISSING=EXCLUDE  
/CRITERIA ALPHA=0.05 CILEVEL=95.
```

```
SPLIT FILE OFF.
```


Syntax for Data Analysis continued

****RO2.4 Describe and compare aspects of behavioral determinants****

****RO2.4.1 Describe the behavioral aspects associated with live music venues and events, based on venue features by generation****

* Custom Tables.

CTABLES

```
/VARIABLES VARIABLES=V1_Q010_A V1_Q010_B V1_Q010_C V1_Q010_D V1_Q010_E V1_Q010_F V1_Q010_G D001_RC_D
  DISPLAY=LABEL
/TABLE V1_Q010_A [S][COUNT F40.0, MEAN COMMA40.1, STDDEV COMMA40.1] + V1_Q010_B [S][COUNT F40.0,
  MEAN COMMA40.1, STDDEV COMMA40.1] + V1_Q010_C [S][COUNT F40.0, MEAN COMMA40.1, STDDEV COMMA40.1] +
  V1_Q010_D [S][COUNT F40.0, MEAN COMMA40.1, STDDEV COMMA40.1] + V1_Q010_E [S][COUNT F40.0, MEAN
  COMMA40.1, STDDEV COMMA40.1] + V1_Q010_F [S][COUNT F40.0, MEAN COMMA40.1, STDDEV COMMA40.1] +
  V1_Q010_G [S][COUNT F40.0, MEAN COMMA40.1, STDDEV COMMA40.1] BY D001_RC_D [C]
/CATEGORIES VARIABLES=D001_RC_D ORDER=A KEY=VALUE EMPTY=INCLUDE TOTAL=YES LABEL='All '+
  'Generations Total' POSITION=AFTER.
```

****RO2.4.2 Compare the behavioral aspects associated with live music venues and events, based on venue features by generation****

```
GLM V1_Q010_A V1_Q010_B V1_Q010_C V1_Q010_D V1_Q010_E V1_Q010_F V1_Q010_G BY D001_RC_D
/METHOD=SSTYPE(3)
/INTERCEPT=INCLUDE
/EMMEANS=TABLES(D001_RC_D) COMPARE ADJ(BONFERRONI)
/PRINT=DESCRIPTIVE ETASQ OPOWER HOMOGENEITY
/CRITERIA=ALPHA(.05)
/DESIGN= D001_RC_D.
```

Syntax for Data Analysis continued

*****Bonferroni Correction is necessary for mutiple comparisons*****

```
UNIANOVA V1_Q010_A BY D001_RC_D
/METHOD=SSTYPE(3)
/INTERCEPT=INCLUDE
/EMMEANS=TABLES(D001_RC_D) COMPARE ADJ(BONFERRONI)
/PRINT=OPOWER ETASQ HOMOGENEITY DESCRIPTIVE
/CRITERIA=ALPHA(.05)
/DESIGN=D001_RC_D.
```

```
UNIANOVA V1_Q010_B BY D001_RC_D
/METHOD=SSTYPE(3)
/INTERCEPT=INCLUDE
/EMMEANS=TABLES(D001_RC_D) COMPARE ADJ(BONFERRONI)
/PRINT=OPOWER ETASQ HOMOGENEITY DESCRIPTIVE
/CRITERIA=ALPHA(.05)
/DESIGN=D001_RC_D.
```

```
UNIANOVA V1_Q010_C BY D001_RC_D
/METHOD=SSTYPE(3)
/INTERCEPT=INCLUDE
/EMMEANS=TABLES(D001_RC_D) COMPARE ADJ(BONFERRONI)
/PRINT=OPOWER ETASQ HOMOGENEITY DESCRIPTIVE
/CRITERIA=ALPHA(.05)
/DESIGN=D001_RC_D.
```

```
UNIANOVA V1_Q010_D BY D001_RC_D
/METHOD=SSTYPE(3)
/INTERCEPT=INCLUDE
/EMMEANS=TABLES(D001_RC_D) COMPARE ADJ(BONFERRONI)
/PRINT=OPOWER ETASQ HOMOGENEITY DESCRIPTIVE
/CRITERIA=ALPHA(.05)
/DESIGN=D001_RC_D.
```

```
UNIANOVA V1_Q010_E BY D001_RC_D
/METHOD=SSTYPE(3)
/INTERCEPT=INCLUDE
/EMMEANS=TABLES(D001_RC_D) COMPARE ADJ(BONFERRONI)
/PRINT=OPOWER ETASQ HOMOGENEITY DESCRIPTIVE
/CRITERIA=ALPHA(.05)
/DESIGN=D001_RC_D.
```

```
UNIANOVA V1_Q010_F BY D001_RC_D
/METHOD=SSTYPE(3)
/INTERCEPT=INCLUDE
/EMMEANS=TABLES(D001_RC_D) COMPARE ADJ(BONFERRONI)
/PRINT=OPOWER ETASQ HOMOGENEITY DESCRIPTIVE
/CRITERIA=ALPHA(.05)
/DESIGN=D001_RC_D.
```

Syntax for Data Analysis continued

```
UNIANOVA V1_Q010_G BY D001_RC_D
/METHOD=SSTYPE(3)
/INTERCEPT=INCLUDE
/EMMEANS=TABLES(D001_RC_D) COMPARE ADJ(BONFERRONI)
/PRINT=OPOWER ETASQ HOMOGENEITY DESCRIPTIVE
/CRITERIA=ALPHA(.05)
/DESIGN=D001_RC_D.

****RO2.5 Describe and compare aspects of behavioral determinants****

****RO2.5.1 Describe the behavioral aspects associated with live music venues and events, based on amount willing to pay for admission by generation****

* Custom Tables.
CTABLES
/VLABELS VARIABLES=V1_Q015 D001_RC_D DISPLAY=LABEL
/TABLE V1_Q015 BY D001_RC_D [COUNT F40.0, ROWPCT.COUNT PCT40.1, TOTALS[COUNT F40.0, COLPCT.COUNT PCT40.1]]
/CATEGORIES VARIABLES=V1_Q015 D001_RC_D ORDER=A KEY=VALUE EMPTY=INCLUDE TOTAL=YES POSITION=AFTER.

*****Use ONLY Curbello Surveys*****

FILTER BY Form1_filter_$.
EXECUTE.

****RO2.5.2 Compare the behavioral aspects associated with live music venues and events, based on amount willing to pay for admission by generation****

*Nonparametric Tests: Independent Samples.
NPTESTS
/INDEPENDENT TEST (V1_Q015) GROUP (D001_RC_D) KRUSKAL_WALLIS(COMPARE=PAIRWISE)
/MISSING SCOPE=ANALYSIS USERMISSING=EXCLUDE
/CRITERIA ALPHA=0.05 CILEVEL=95.

****COMPARE MEDIANS TABLE****

MEANS TABLES=V1_Q015 BY D001_RC_D
/CELLS=COUNT MEDIAN.

***RQ3: What are the environmental determinants that influence Millennials' engagement with contemporary live music venues and events?***

*RO1.3 Describe and compare aspects of environmental determinants*
```

Syntax for Data Analysis continued

RO3.1.1 Describe the environmental aspects of live music venues and events, based on distance willing to travel by generation

* Custom Tables.

CTABLES

```
/VLABELS VARIABLES=V1_Q007 D001_RC_D DISPLAY=LABEL
/TABLE V1_Q007 BY D001_RC_D [COUNT F40.0, ROWPCT.COUNT PCT40.1, TOTALS[COUNT F40.0, COLPCT.COUNT PCT40.1]]
/CATEGORIES VARIABLES=V1_Q007 D001_RC_D ORDER=A KEY=VALUE EMPTY=INCLUDE TOTAL=YES POSITION=AFTER.
```

*****RO3.1.2 Compare the environmental aspects of live music venues and events, based on distance willing to travel by generation*****

*****COMPARE MEDIANS (ALL Generations) TABLE 3.1.2*****

```
SAVE OUTFILE=E:\Spring Semester 2015\Research\Syntax\WorkingData_Curbello_4-9.sav
/COMPRESSED.
MEANS TABLES=V1_Q007 BY D001_RC_D
/CELLS=MEDIAN.
```

*****POPULATION PYRAMID BABY BOOMERS VS GEN X - EXCLUDE MILLENNIAL*****

* Chart Builder.

GGRAPH

```
/GRAPHDATASET NAME="graphdataset" VARIABLES=COUNT([name="COUNT"] V1_Q007 D001_RC_D MISSING=LISTWISE REPORTMISSING=NO
/GRAPHSPEC SOURCE=INLINE.
```

BEGIN GPL

```
SOURCE: s=userSource(id("graphdataset"))
DATA: COUNT=col(source(s), name("COUNT"))
DATA: V1_Q007=col(source(s), name("V1_Q007"), unit.category())
DATA: D001_RC_D=col(source(s), name("D001_RC_D"),
notIn("3"), unit.category())
COORD: transpose(mirror(rect(dim(1,2))))
GUIDE: axis(dim(1), label("[V1_Q27] TravelDistance"))
GUIDE: axis(dim(1), opposite(), label("[V1_Q27] TravelDistance"))
GUIDE: axis(dim(2), label("Count"))
GUIDE: axis(dim(3), label("Curbello Truncated Generation [D001 - Bosse Coding into Millennial, Gen X, Baby Boomers - Exclude Traditionalists and others]"), opposite(), gap(0px))
GUIDE: legend(aesthetic(aesthetic.color), null())
SCALE: cat(dim(1), include("1", "2", "3", "4", "5", "6"))
SCALE: cat(dim(3), include("1", "2"))
ELEMENT: interval(position(V1_Q007*COUNT*D001_RC_D), color.interior(D001_RC_D))
END GPL.
```

Syntax for Data Analysis continued

```
*****MANN-WHITNEY U (Baby Boomers vs Millennials)*****  
  
NPAR TESTS  
/M-W= V1_Q007 BY D001_RC_D(1 3)  
/STATISTICS=DESCRIPTIVES QUARTILES  
/MISSING ANALYSIS.  
  
*****POPULATION PYRAMID GEN X VS MILLENNIAL - EXCLUDE BABY BOOMER*****  
  
* Chart Builder.  
GGRAPH  
/GRAPHDATASET NAME='graphdataset' VARIABLES=COUNT()[name="COUNT"] V1_Q007 D001_RC_D MISSING=LISTWISE REPORTMISSING=NO  
/GRAPHSPEC SOURCE=INLINE.  
BEGIN GPL  
SOURCE: s=userSource(id("graphdataset"))  
DATA: COUNT=col(source(s), name("COUNT"))  
DATA: V1_Q007=col(source(s), name("V1_Q007"), unit.category())  
DATA: D001_RC_D=col(source(s), name("D001_RC_D"),  
notIn("1"), unit.category())  
COORD: transpose(mirror(rect(dim(1,2))))  
GUIDE: axis(dim(1), label("[V1_Q27] TravelDistance"))  
GUIDE: axis(dim(1), opposite(), label("[V1_Q27] TravelDistance"))  
GUIDE: axis(dim(2), label("Count"))  
GUIDE: axis(dim(3), label("Curbello Truncated Generation [D001 - Bosse Coding into Millennial, Gen X, Baby Boomers - Exclude Traditionalists and others]"), opposite(), gap(0px))  
GUIDE: legend(aesthetic(aesthetic.color), null())  
SCALE: cat(dim(1), include("1", "2", "3", "4", "5", "6"))  
SCALE: cat(dim(3), include("3", "2"), sort.values("3", "2"))  
ELEMENT: interval(position(V1_Q007*COUNT*D001_RC_D), color.interior(D001_RC_D))  
END GPL.  
  
*****MANN-WHITNEY U (Gen X vs Millennials)*****  
  
NPAR TESTS  
/M-W= V1_Q007 BY D001_RC_D(2 3)  
/STATISTICS=DESCRIPTIVES QUARTILES  
/MISSING ANALYSIS.  
  
**RO3.2 Describe and compare aspects of environmental determinants**
```

Syntax for Data Analysis continued

CROSSTABS

```
/TABLES=V1_Q008 BY D001_RC_D  
/FORMAT=AVALUE TABLES  
/STATISTICS=CHISQ CORR  
/CELLS=COUNT BPROP  
/COUNT ROUND CELL.
```

RO3.3 Describe and compare aspects of environmental determinants

RO3.3.1 Describe the environmental aspects of live music venues and events, based on music genre by generation

* Custom Tables.

CTABLES

```
/VLABELS VARIABLES=V1_Q009 D001_RC_D DISPLAY=LABEL  
/TABLE V1_Q009 BY D001_RC_D [COUNT F40.0, ROWPCT.COUNT PCT40.1, TOTALS[COUNT F40.0, COLPCT.COUNT PCT40.1]]  
/CATEGORIES VARIABLES=V1_Q009 D001_RC_D ORDER=A KEY=VALUE EMPTY=INCLUDE TOTAL=YES POSITION=AFTER.
```

RO3.3.2 Compare the environmental aspects of live music venues and events, based on music genre by generation

SORT CASES BY V1_Q009.

SPLIT FILE LAYERED BY V1_Q009.

*Nonparametric Tests: One Sample.

NPTESTS

```
/ONESAMPLE TEST (V1_Q009 D001_RC_D)  
/MISSING SCOPE=ANALYSIS USERMISSING=EXCLUDE  
/CRITERIA ALPHA=0.05 CILEVEL=95.
```

SPLIT FILE OFF.

*****Use only Curbello Surveys*****

FILTER BY Form1_filter_\$.

EXECUTE.

****RO3.4 Describe and compare aspects of environmental determinants****

Syntax for Data Analysis continued

****RO3.4.1 Describe the environmental aspects of live music venues and events, based on venue features by generation****

* Custom Tables.

CTABLES

```
/VARIABLES=V1_Q010_A V1_Q010_B V1_Q010_C V1_Q010_D V1_Q010_E V1_Q010_G V1_Q010_H
V1_Q010_I V1_Q010_L V1_Q010_M V1_Q010_N V1_Q010_Q V1_Q010_T V1_Q010_U D001_RC_D
/DISPLAY=LABEL
/TABLE V1_Q010_A [S][COUNT F40.0, MEAN COMMA40.1, STDDEV COMMA40.1] + V1_Q010_B [S][COUNT F40.0,
MEAN COMMA40.1, STDDEV COMMA40.1] + V1_Q010_C [S][COUNT F40.0, MEAN COMMA40.1, STDDEV COMMA40.1] +
V1_Q010_D [S][COUNT F40.0, MEAN COMMA40.1, STDDEV COMMA40.1] + V1_Q010_E [S][COUNT F40.0, MEAN
COMMA40.1, STDDEV COMMA40.1] + V1_Q010_G [S][COUNT F40.0, MEAN COMMA40.1, STDDEV COMMA40.1] +
V1_Q010_H [S][COUNT F40.0, MEAN COMMA40.1, STDDEV COMMA40.1] + V1_Q010_I [S][COUNT F40.0, MEAN
COMMA40.1, STDDEV COMMA40.1] + V1_Q010_L [S][COUNT F40.0, MEAN COMMA40.1, STDDEV COMMA40.1] +
V1_Q010_M [S][COUNT F40.0, MEAN COMMA40.1, STDDEV COMMA40.1] + V1_Q010_N [S][COUNT F40.0, MEAN
COMMA40.1, STDDEV COMMA40.1] + V1_Q010_Q [S][COUNT F40.0, MEAN COMMA40.1, STDDEV COMMA40.1] +
V1_Q010_T [S][COUNT F40.0, MEAN COMMA40.1, STDDEV COMMA40.1] + V1_Q010_U [S][COUNT F40.0, MEAN
COMMA40.1, STDDEV COMMA40.1] BY D001_RC_D [C]
/CATEGORIES VARIABLES=D001_RC_D ORDER=A KEY=VALUE EMPTY=INCLUDE TOTAL=YES LABEL=ALL '+
'Generations Total' POSITION=AFTER.
```

****RO3.4.2 Describe the environmental aspects of live music venues and events, based on venue features by generation****

```
GLM V1_Q010_A V1_Q010_B V1_Q010_C V1_Q010_D V1_Q010_E V1_Q010_G V1_Q010_H V1_Q010_I V1_Q010_L
V1_Q010_M V1_Q010_N V1_Q010_Q V1_Q010_T V1_Q010_U BY D001_RC_D
/METHOD=SSTYPE(3)
/INTERCEPT=INCLUDE
/EMMEANS=TABLES(D001_RC_D) COMPARE ADJ(BONFERRONI)
/PRINT=DESCRIPTIVE ETASQ OPOWER HOMOGENEITY
/CRITERIA=ALPHA(.05)
/DESIGN= D001_RC_D.
```

*****Bonferroni Correction is necessary for mutiple comparisons*****

```
UNIANOVA V1_Q010_A BY D001_RC_D
/METHOD=SSTYPE(3)
/INTERCEPT=INCLUDE
/EMMEANS=TABLES(D001_RC_D) COMPARE ADJ(BONFERRONI)
/PRINT=OPower ETASQ HOMOGENEITY DESCRIPTIVE
/CRITERIA=ALPHA(.05)
/DESIGN=D001_RC_D.
```

```
UNIANOVA V1_Q010_B BY D001_RC_D
/METHOD=SSTYPE(3)
/INTERCEPT=INCLUDE
/EMMEANS=TABLES(D001_RC_D) COMPARE ADJ(BONFERRONI)
/PRINT=OPower ETASQ HOMOGENEITY DESCRIPTIVE
/CRITERIA=ALPHA(.05)
/DESIGN=D001_RC_D.
```

Syntax for Data Analysis continued

- -

```
UNIANOVA V1_Q010_C BY D001_RC_D
/METHOD=SSTYPE(3)
/INTERCEPT=INCLUDE
/EMMEANS=TABLES(D001_RC_D) COMPARE ADJ(BONFERRONI)
/PRINT=OPOWER ETASQ HOMOGENEITY DESCRIPTIVE
/CRITERIA=ALPHA(.05)
/DESIGN=D001_RC_D.
```

```
UNIANOVA V1_Q010_D BY D001_RC_D
/METHOD=SSTYPE(3)
/INTERCEPT=INCLUDE
/EMMEANS=TABLES(D001_RC_D) COMPARE ADJ(BONFERRONI)
/PRINT=OPOWER ETASQ HOMOGENEITY DESCRIPTIVE
/CRITERIA=ALPHA(.05)
/DESIGN=D001_RC_D.
```

```
UNIANOVA V1_Q010_E BY D001_RC_D
/METHOD=SSTYPE(3)
/INTERCEPT=INCLUDE
/EMMEANS=TABLES(D001_RC_D) COMPARE ADJ(BONFERRONI)
/PRINT=OPOWER ETASQ HOMOGENEITY DESCRIPTIVE
/CRITERIA=ALPHA(.05)
/DESIGN=D001_RC_D.
```

```
UNIANOVA V1_Q010_G BY D001_RC_D
/METHOD=SSTYPE(3)
/INTERCEPT=INCLUDE
/EMMEANS=TABLES(D001_RC_D) COMPARE ADJ(BONFERRONI)
/PRINT=OPOWER ETASQ HOMOGENEITY DESCRIPTIVE
/CRITERIA=ALPHA(.05)
/DESIGN=D001_RC_D.
```

```
UNIANOVA V1_Q010_H BY D001_RC_D
/METHOD=SSTYPE(3)
/INTERCEPT=INCLUDE
/EMMEANS=TABLES(D001_RC_D) COMPARE ADJ(BONFERRONI)
/PRINT=OPOWER ETASQ HOMOGENEITY DESCRIPTIVE
/CRITERIA=ALPHA(.05)
/DESIGN=D001_RC_D.
```

```
UNIANOVA V1_Q010_I BY D001_RC_D
/METHOD=SSTYPE(3)
/INTERCEPT=INCLUDE
/EMMEANS=TABLES(D001_RC_D) COMPARE ADJ(BONFERRONI)
/PRINT=OPOWER ETASQ HOMOGENEITY DESCRIPTIVE
/CRITERIA=ALPHA(.05)
/DESIGN=D001_RC_D.
```


Syntax for Data Analysis continued

```
UNIANOVA V1_Q010_L BY D001_RC_D
/METHOD=SSTYPE(3)
/INTERCEPT=INCLUDE
/EMMEANS=TABLES(D001_RC_D) COMPARE ADJ(BONFERRONI)
/PRINT=OPOWER ETASQ HOMOGENEITY DESCRIPTIVE
/CRITERIA=ALPHA(.05)
/DESIGN=D001_RC_D.
```

```
UNIANOVA V1_Q010_M BY D001_RC_D
/METHOD=SSTYPE(3)
/INTERCEPT=INCLUDE
/EMMEANS=TABLES(D001_RC_D) COMPARE ADJ(BONFERRONI)
/PRINT=OPOWER ETASQ HOMOGENEITY DESCRIPTIVE
/CRITERIA=ALPHA(.05)
/DESIGN=D001_RC_D.
```

```
UNIANOVA V1_Q010_N BY D001_RC_D
/METHOD=SSTYPE(3)
/INTERCEPT=INCLUDE
/EMMEANS=TABLES(D001_RC_D) COMPARE ADJ(BONFERRONI)
/PRINT=OPOWER ETASQ HOMOGENEITY DESCRIPTIVE
/CRITERIA=ALPHA(.05)
/DESIGN=D001_RC_D.
```

```
UNIANOVA V1_Q010_Q BY D001_RC_D
/METHOD=SSTYPE(3)
/INTERCEPT=INCLUDE
/EMMEANS=TABLES(D001_RC_D) COMPARE ADJ(BONFERRONI)
/PRINT=OPOWER ETASQ HOMOGENEITY DESCRIPTIVE
/CRITERIA=ALPHA(.05)
/DESIGN=D001_RC_D.
```

```
UNIANOVA V1_Q010_T BY D001_RC_D
/METHOD=SSTYPE(3)
/INTERCEPT=INCLUDE
/EMMEANS=TABLES(D001_RC_D) COMPARE ADJ(BONFERRONI)
/PRINT=OPOWER ETASQ HOMOGENEITY DESCRIPTIVE
/CRITERIA=ALPHA(.05)
/DESIGN=D001_RC_D.
```

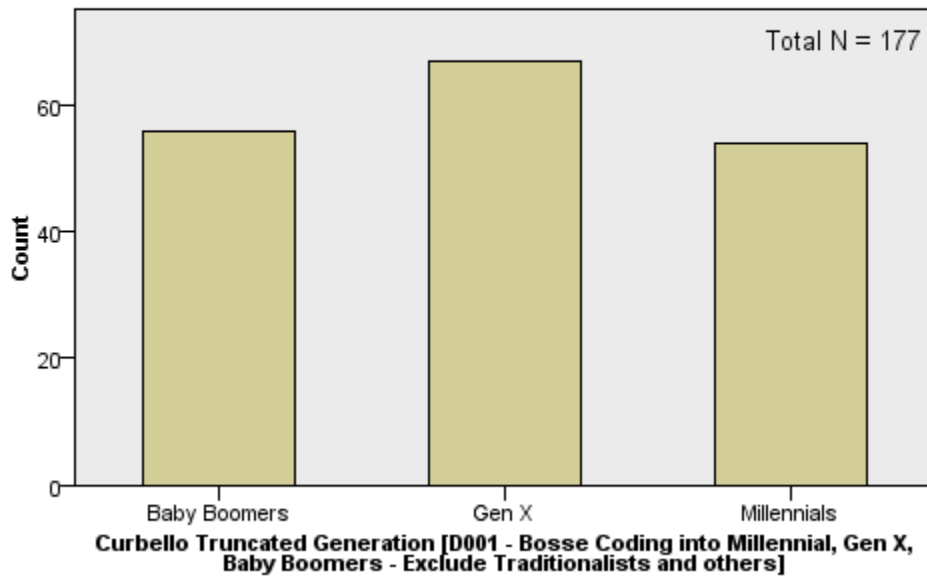
```
UNIANOVA V1_Q010_U BY D001_RC_D
/METHOD=SSTYPE(3)
/INTERCEPT=INCLUDE
/EMMEANS=TABLES(D001_RC_D) COMPARE ADJ(BONFERRONI)
/PRINT=OPOWER ETASQ HOMOGENEITY DESCRIPTIVE
/CRITERIA=ALPHA(.05)
/DESIGN=D001_RC_D.
```

APPENDIX J

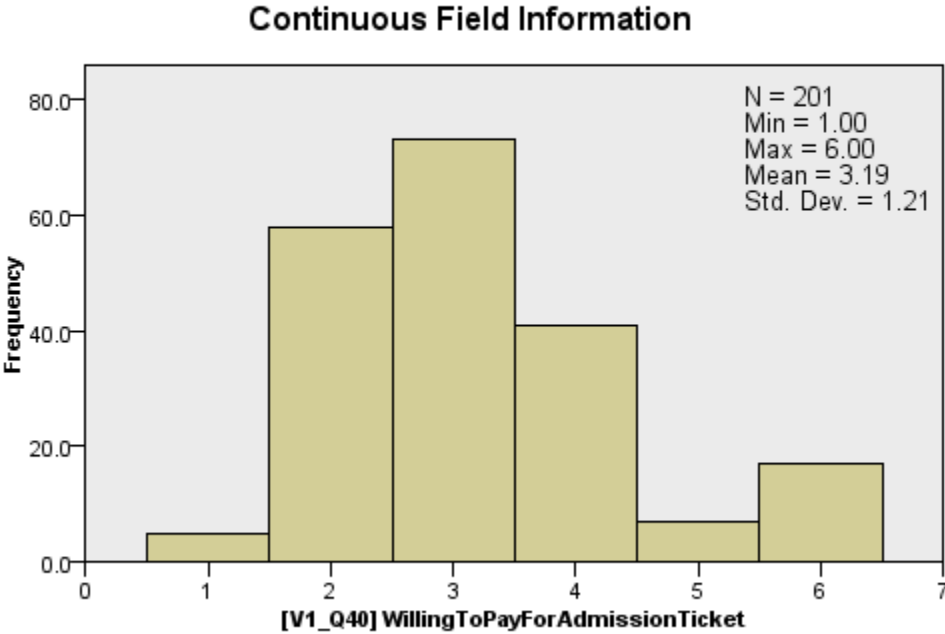
Results for Kruskal-H Wallis Test

Hypothesis Test Summary				
	Null Hypothesis	Test	Sig.	Decision
1	The distribution of [V1_Q40] WillingToPayForAdmissionTicket is the same across categories of Curbello Truncated Generation [D001 - Bosse Coding into Millennial, Gen X, Baby Boomers - Exclude Traditionalists and others].	Independent-Samples Kruskal-Wallis Test	.002	Reject the null hypothesis.
Asymptotic significances are displayed. The significance level is .05.				

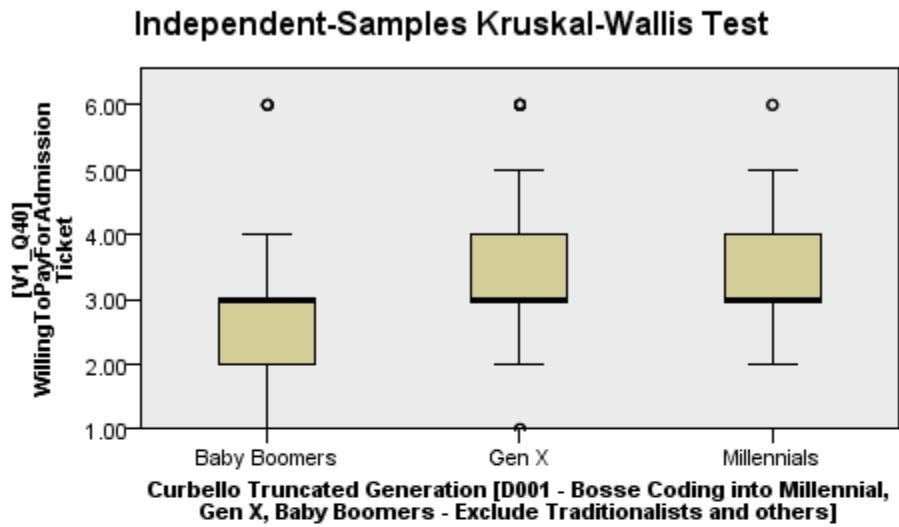
Categorical Field Information



Results for Kruskal-H Wallis Test continued



Results for Kruskal-H Wallis Test continued

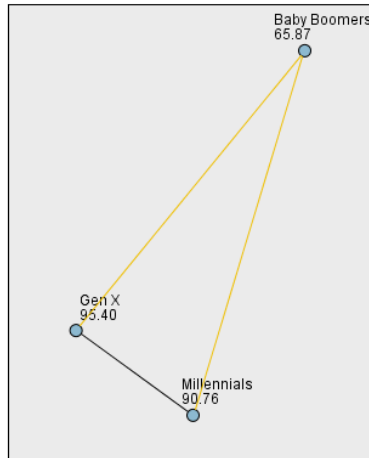


Total N	168
Test Statistic	13.003
Degrees of Freedom	2
Asymptotic Sig. (2-sided test)	.002

1. The test statistic is adjusted for ties.

Results for Kruskal-H Wallis Test continued

Pairwise Comparisons of Curbello Truncated Generation [D001 - Bosse Coding into Millennial, Gen X, Baby Boomers - Exclude Traditionalists and others]



Each node shows the sample average rank of Curbello Truncated Generation [D001 - Bosse Coding into Millennial, Gen X, Baby Boomers - Exclude Traditionalists and others].

Sample1-Sample2	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj.Sig.
Baby Boomers-Millennials	-24.894	9.097	-2.737	.006	.019
Baby Boomers-Gen X	-29.526	8.640	-3.417	.001	.002
Millennials-Gen X	4.632	8.776	.528	.598	1.000

Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same. Asymptotic significances (2-sided tests) are displayed. The significance level is .05.